

FIG. 1

If you know  
of a success  
that you  
think would  
make a  
great  
story. . . tell  
us about it  
by filling in  
as many  
fields  
beside as  
you can.

## HOW CAN WE CONTACT YOU?

YOUR FIRST NAME

TITLE

YOUR EMAIL ADDRESS

STREET ADDRESS

CITY

ZIP

WHOM SHOULD BE CONTACT FOR DETAILS,  
IF NOT YOU?

YOUR FIRST NAME

TITLE

YOUR EMAIL ADDRESS

STREET ADDRESS

CITY

ZIP

IS THERE ANYBODY ELSE WHO NEEDS TO GIVE  
PERMISSION BEFORE WE PUBLISH THIS STORY?

CONTACT INFORMATION

YOUR LAST NAME

YOUR COMPANY

YOUR PHONE NUMBER COUNTRY PREFIX

STATE

COUNTRY

YOUR LAST NAME

YOUR COMPANY

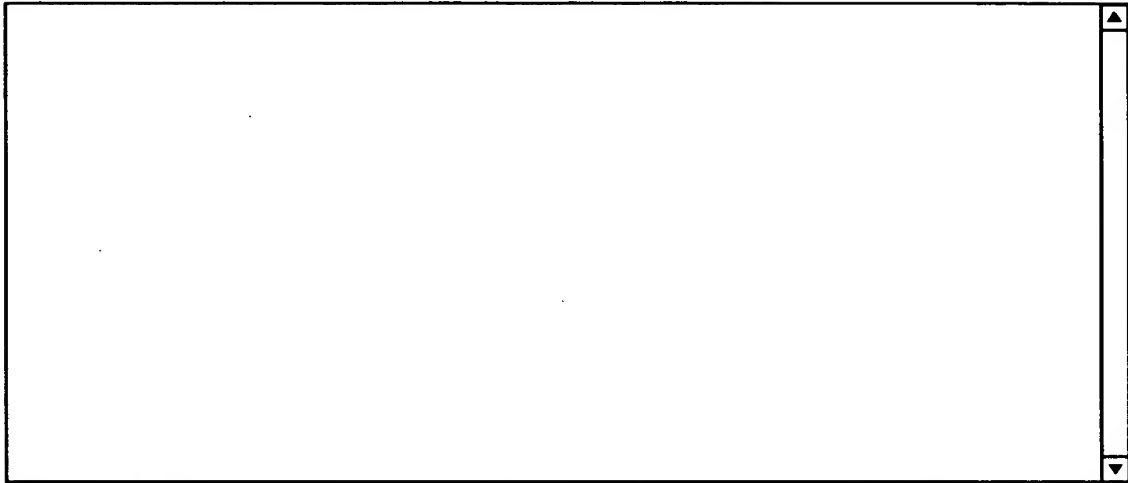
YOUR PHONE NUMBER COUNTRY PREFIX

STATE

COUNTRY

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TELL US YOUR STORY; WHAT MAKES IT SO SPECIAL AND WHY WAS IT SO SUCCESSFUL?



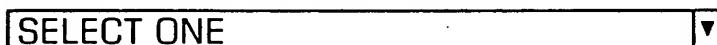
TAKE AS MUCH ROOM AS YOU LIKE FOR YOUR STORY, FIELD WILL ADJUST

IS THERE A WEBSITE THAT WE CAN LEARN MORE FROM?



URL

WHAT INDUSTRY ARE YOU IN?

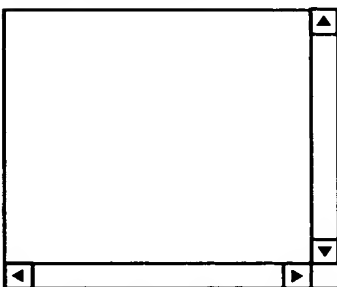


HOW BIG IS THE COMPANY?



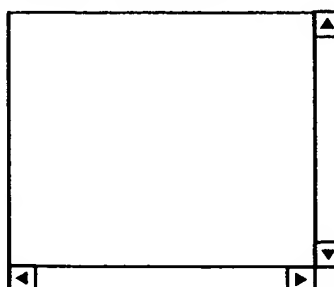
PLEASE TELL US ABOUT THE MAIN HARDWARE AND SOFTWARE USED ON THIS PROJECT

HARDWARE



USE ONE LINE FOR EACH ITEM

SOFTWARE

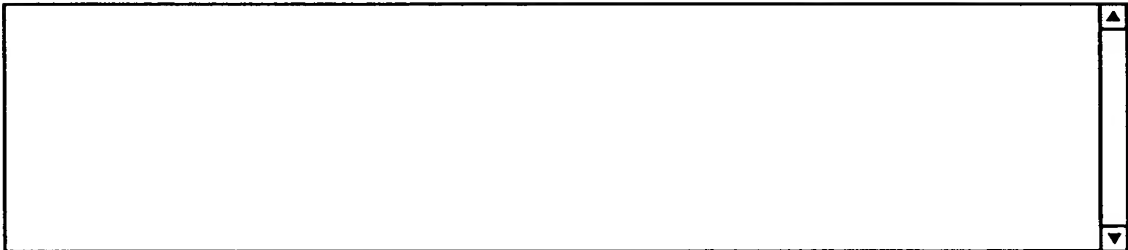


USE ONE LINE FOR EACH ITEM

FIG. 2B

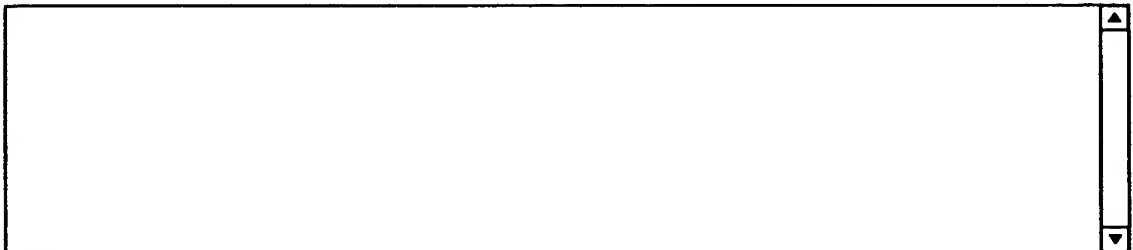
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HOW DID THIS PRODUCT HELP YOU SUCCEED? (HIGHER  
SALES, RELIABILITY...)



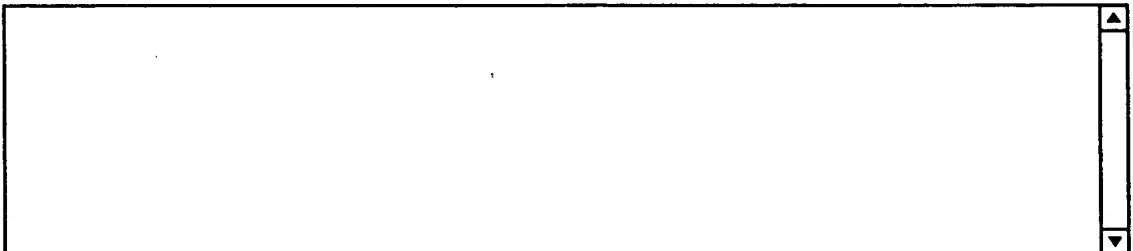
TAKE AS MUCH SPACE AS YOU NEED

ANY ADDITIONAL INFORMATION OR WEBSITES WE  
SHOULD VISIT?



TAKE AS MUCH SPACE AS YOU NEED

HOW DID YOU HEAR ABOUT THIS PROJECT?



TAKE AS MUCH SPACE AS YOU NEED

**SUBMIT THIS SUCCESS STORY**

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FIG. 2C

CorporationPublicity, Advertising and Promotional Release

The Quantum Corporation ("Quantum") appreciates and values the opportunity to serve the business needs of you and your company (the "Customer"). The positive experiences customers like you have had using Quantum's products affords us an unique opportunity to promote our products and your company.

In consideration for the potential promotional benefits Customer may receive from such exposure, Customer hereby grants to Quantum, or anyone authorized by Quantum, the right to utilize in any and all manner and media now known or later devised, including without limitation web-based and print media, throughout the world in perpetuity, solely for the purposes of publicity, promotion, and advertising, all materials, including without limitation all printed materials, photographs, illustrations, animated depiction of software program(s), screen shots, and oral reports or interviews provided by Customer to Quantum for such purposes in general and more specifically in relation to the success story known as:

---

 (Ref. #)

---

 (Name of Success Story), (the "Materials").

Customer also grants to Quantum permission to use the Customer's Marks in any and all manner and media now known or later devised throughout the world in perpetuity, solely for publicity, promotion and advertising purposes. Customer's Marks shall mean Customer's company name, trademarks, logos, service names, software icon representations, and slogans as adopted by Customer from time to time and provided to Quantum as part of the Materials. Quantum shall use the Customer's Marks in accordance with Customer's policies on such use, as communicated in writing to Quantum from time to time.

If any of the Materials contain the name, likeness or picture, (including without limitation, photographs, film, video, or digital images), voice, quotations or testimonials, or biographical materials, of any of the Customer's officers, employees, agents, customers, or any other third party, customer represents and warrants that (i) Customer has sufficient rights to the materials to grant to Quantum the rights set forth in this release, and Quantum's exercise of such rights will not constitute an infringement of any intellectual property rights of any third party, and (ii) Customer has the full power to enter into this agreement, to carry out its obligations hereunder, and to grant the permissions granted to Quantum herein.

Customer expressly releases Quantum, its agents employees, licensees and assigns from and against any and all claims which Customer has or may have for invasion of privacy, defamation or any other cause of action arising out of production, distribution, broadcast or exhibition of the materials. Customer acknowledges that Quantum is under no obligation to exercise any of the rights granted hereunder.

The signature below acknowledges agreement with the grants and provisions in this document.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

This document is also available as a pdf file which can be viewed using Adobe Acrobat Reader 2.1 or higher

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[Pending](#)    [1. Rate the Submission](#)    [2. Complete Info](#)    [3. Write the Story](#)    [4. WebData](#)    [5. Copy Editing](#)    [ViewReport](#)    [Search](#)

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## Pending Stories

1. Select the story that you wish to see by clicking its link - the story will appear in your browser window

### UnRated Stories (3 stories listed):

Serial#	Name	Submission Date	URL
10281	No Story assigned (Demo)	14 Mar 1999	http://*nil*
10273	A.D. Microcircuit (Consultant) (QUANTUM)	11 Feb 1999	http://*nil*
10274	Joseph Wan, Consultant (QUANTUM)	11 Feb 1999	http://*nil*

64

### Stories to Update (0 stories listed):

Serial#	Name	Expired On
---------	------	------------

66

### Stories "in Process" (23 stories listed):

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FIG. 4A

FIG. 4B

Serial#	Name	Tickler Date	Status Bar	Pages Completed
10146	Janet Lee - Ingram Micro (QUANTUM)		78	78
10147	KidzOnline (QUANTUM)		78	78
10148	Arrow Electronics (QUANTUM)		78	78
10253	Greyhound (QUANTUM)		78	78
10254	Internet Archive (QUANTUM)		78	78
10256	Origin Systems (QUANTUM)		78	78
10257	MeritCare (QUANTUM)		78	78
10258	Bruce Toback's Durable Drives (QUANTUM)		78	78
10260	Micro Technology Groupe (QUANTUM)		78	78
10261	Peripheral Parts Support (QUANTUM)		78	78
10262	Alan M. Gordon Consulting (QUANTUM)		78	78
10263	BCD Computers (QUANTUM)		78	78
10264	Elta Electronics (QUANTUM)		78	78
10268	Cabelas (QUANTUM)		78	78
10270	Linkow Computing (QUANTUM)		78	78
10271	ELTA Electronics (QUANTUM)		78	78
10272	Peter Plantec's Old Time Radio (QUANTUM)		78	78
10275	Hewlett-Packard (QUANTUM)		78	78
10276	Silicon Graphics (QUANTUM)		78	78
10277	A. D. Microcircuit Computer (QUANTUM)		78	78
10278	Digital Basics (QUANTUM)		78	78
10279	Aps Technologies (QUANTUM)		78	78
10280	Sound * Bytes (QUANTUM)		78	78

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90

92

94 **Editor:** 96

**Initial OK:**

☒ Requested (1.3)

☒ Authorized (1.4)

94 **Copy Edit:** 98

☒ Requested (4.6)

☒ Spell Checked (5.1.1)

☒ Format Checked (5.1.2)

**WebReady**

☒ Authorized (5.2)

☐ Spiked (1.5)

**Writer:**

106 **Data Complete:** 102

Releases:

☒ Verbal (2.1.3)

☒ Emailed (2.3)

☒ Fax (3.1)

☒ Original (4.1)

☒ Story data (2.1.4)

☒ Quotes (2.1.5)

☒ Web Cont. (2.1.6)

☒ Pix (4.2.1)

☒ Audio (4.2.2)

**Implemented:** 104

☒ Data Verified (4.3)

☒ Headline (3.2.1)

☒ Capsule (3.2.2)

☒ Lead (3.3.4)

☒ Body (3.2.4)

☒ Quotes (3.3)

☒ Categorized (3.5)

☒ Web Info (4.3)

☒ Pix in DB (4.5.1)

☒ Audio in DB (4.5.2)

## Full Data of Current Story

Serial # 10253  
Client: Quantum

Story Name: Greyhound

**This page will show all the details of this record**

### Original Submission Data

SOURCE

Public

Lead Contact Info

Submitted by:

Customer Info:

FIRST NAME:  
LAST NAME:  
TITLE:  
COMPANY:  
EMAIL:  
PHONE:  
FAX:  
TAX EXEMPTION  
NUMBER

Bill  
Cattell  
Lead Network Analyst  
Greyhound Lines Inc.

FIRST NAME:  
LAST NAME:  
TITLE:  
COMPANY:  
EMAIL:  
PHONE:  
FAX:  
TAX EXEMPTION  
NUMBER

POSTAL ADDRESS

STREET ADDRESS:  
CITY:  
STATE:  
ZIP:  
COUNTRY:

P.O. Box 660362  
Dallas  
TX  
75266  
USA

POSTAL ADDRESS

STREET ADDRESS:  
CITY:  
STATE:  
ZIP:  
COUNTRY:

URL:

<http://www.greyhound.com>

Company Size:

5000+

Industry Field:

Miscellaneous

**DOES ANYBODY NEED TO APPROVE THIS STORY FOR WEB USE? WHO?**

**DESCRIBE THE PROJECT:**

Greyhound uses LANtegrity Network Recovery Software in conjunction with Quantum DLT tape drives to back up both internal network applications and customer services like the On-Line Reservation System.

**WHY IS THIS A GOOD SUCCESS STORY?**

Speed, Capacity, Reliability

**ANYTHING MORE TO ADD?**

**HOW DID YOU HEAR ABOUT THIS PROJECT?**

Entered by TEM 12/31/98

**TELL US ABOUT THE HARDWARE AND SOFTWARE USED FOR THIS PROJECT**

FIG. 5A



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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%; text-align: center;">SOFTWARE USED</th> <th style="width: 50%; text-align: center;">HARDWARE USED</th> </tr> <tr> <td style="padding: 5px;">LANtegrity</td> <td style="padding: 5px;">Compaq ProLiant 5000 servers Quantum DLT 4000 tape drives</td> </tr> </table> <p style="text-align: center; margin-top: 10px;"><b>Story Data</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="2" style="text-align: center; padding: 5px;">PROJECT TITLE (VISIBLE ON THE WEB):</th> </tr> <tr> <td colspan="2" style="text-align: center; padding: 5px;">Greyhound Network Backup</td> </tr> </table> <table style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 40%; vertical-align: top;"> <b>PROJECT COMPANY:</b>  <b>PROJECT COMPANY SIZE:</b>  <b>PROJECT STATE:</b>  <b>PROJECT COUNTRY:</b>  <b>PROJECT CREATOR:</b> </td> <td style="width: 60%; border: 1px solid black; padding: 5px;"> Greyhound Lines, Inc.  5000+  TX (Texas)  U.S.A.  Bill Cattell </td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <th style="text-align: center; padding: 5px;">STORY HEADLINE(VISIBLE ON THE WEB):</th> </tr> <tr> <td style="padding: 5px;">That's the Ticket!</td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <th style="text-align: center; padding: 5px;">STORY CAPSULE (VISIBLE ON THE WEB):</th> </tr> <tr> <td style="padding: 5px;">Coast to coast, Greyhound riders know they can expect reliable, timely transportation. A Quantum DLTape™ systems help keep the bus line On Line.</td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <th style="text-align: center; padding: 5px;">STORY LEAD (VISIBLE ON THE WEB):</th> </tr> <tr> <td style="padding: 5px;">It happens thousands of times a day -- all over the US. A traveler steps up to a Greyhound ticket counter and within a few seconds is all ready for a trip -- across the state or across country. Behind that efficient service is an array of efficient computer systems. And behind those computer systems, you'll find Quantum.</td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <th style="text-align: center; padding: 5px;">STORY BODY (VISIBLE ON THE WEB):</th> </tr> <tr> <td style="padding: 5px;"> <p>Greyhound Lines depends on an elaborate network of computers to keep the buses rolling on time. Ticket counters are linked into a system-wide passenger reservation system making possible fast, efficient service for even the most complicated route. From timetables to transfers, the Greyhound system keeps you moving and gets you where you need to be -- without hassle.</p> <p>Greyhound's office functions are just as efficient. The company headquarters complex in Dallas is linked by an effective Corporate Communications Network. And Dallas, in turn is connected to numerous other offices across North America through a Wide Area Network.</p> <p>But what happens if there's a system crash? Does everything grind to a halt?</p> <p>Not a chance. Greyhound's computer operations are backed up by a reliable Quantum DLTape™ system.</p> <p>Bill Cattell, Greyhound's network administrator, was responsible for choosing Quantum, replacing an outmoded 4mm tape backup system back in 1996. "The 4mm backup units we were using were unreliable," Bill explains. "We had backup failures and just too many midnight calls."</p> <p>The replacement system needed to be fast, efficient and above all dependable. 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FIG. 5B

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problems we face in backup are based on the fact that we have so many servers to back up and such a small window of time to get the work done," notes Bill. "We don't run any backups during the day -- they have to be run between 10pm and 6am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup workload."

Using the old 4mm system meant a lot of hands-on supervision, and there were too many system failures. "We were pushing the 4mm technology too hard," admits Bill, "and it couldn't take it."

But not so with the Quantum DLTape™ units. "With DLTape™ autoloader backup," says Bill, "it's an entirely lights-out, hands-off operation. DLTape™ technology can handle the workload -- the benefits are speed, capacity, and reliability."

Speed, capacity, and reliability -- qualities you look for in selecting transportation. That's why millions of Americans "leave the driving to Greyhound."

And that's why Greyhound leaves the backup to Quantum!

#### QUOTES (VISIBLE ON THE WEB):

"The special problems we face in backup are based on the fact that we have so many servers to back up and such a small window of time to get the work done. We don't run any backups during the day -- they have to be run between 10pm and 6am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup workload."

"That was one of the problems with the 4mm approach -- there was just too much hands-on required. We were pushing the 4mm technology too hard and it couldn't take it."

"With DLT autoloader backup, it's an entirely lights-out, hands-off operation. DLT technology can handle the workload -- the benefits are speed, capacity, and reliability."

--Bill Cattell  
Lead network Analyst, Greyhound Lines Inc.

#### KEYWORDS

Networking

#### MARKETS

Quantum Market

#### HARDWARE TOOLS

Compaq ProLiant 5000 server  
Quantum DLT 7000

#### SOFTWARE TOOLS

LANtegrity

#### CONTACT DATA THAT WILL APPEAR ON THE WEB:

FIRST NAME: Bill  
LAST NAME: Cattell  
TITLE: Lead Network Analyst  
COMPANY: Greyhound Lines Inc.

POSTAL ADDRESS: P.O. Box 660362

CITY: Dallas

STATE: TX

ZIP: 75266

COUNTRY: USA

TEL:   
FAX:

EMAIL:   
URL: <http://www.greyhound.com>

#### FAQ

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FIG. 5C

<p><b>Editor:</b></p> <p><b>Initial OK:</b></p> <p><input checked="" type="checkbox"/> Requested (1.3)</p> <p><input checked="" type="checkbox"/> Authorized (1.4)</p> <p><b>Copy Edit:</b></p> <p><input checked="" type="checkbox"/> Requested (4.6)</p> <p><input checked="" type="checkbox"/> Spell Checked (5.1.1)</p> <p><input checked="" type="checkbox"/> Format Checked (5.1.2)</p> <p><b>WebReady</b></p> <p><input checked="" type="checkbox"/> Authorized (5.2)</p> <p><input type="checkbox"/> Spiked (1.5)</p> <p><b>Writer:</b></p> <p><b>Data Complete:</b></p> <p><b>Releases:</b></p> <p><input checked="" type="checkbox"/> Verbal (2.1.3)</p> <p><input checked="" type="checkbox"/> Emailed (2.3)</p> <p><input checked="" type="checkbox"/> Fax (3.1)</p> <p><input checked="" type="checkbox"/> Original (4.1)</p> <p><input checked="" type="checkbox"/> Story data (2.1.4)</p> <p><input checked="" type="checkbox"/> Quotes (2.1.5)</p> <p><input checked="" type="checkbox"/> Web Cont. (2.1.6)</p> <p><input checked="" type="checkbox"/> Pix (4.2.1)</p> <p><input checked="" type="checkbox"/> Audio (4.2.2)</p> <p><b>Implemented:</b></p> <p><input checked="" type="checkbox"/> Data Verified (4.3)</p> <p><input checked="" type="checkbox"/> Headline (3.2.1)</p> <p><input checked="" type="checkbox"/> Capsule (3.2.2)</p> <p><input checked="" type="checkbox"/> Lead (3.3.4)</p> <p><input checked="" type="checkbox"/> Body (3.2.4)</p> <p><input checked="" type="checkbox"/> Quotes (3.3)</p> <p><input checked="" type="checkbox"/> Categorized (3.5)</p> <p><input checked="" type="checkbox"/> Web Info (4.3)</p> <p><input checked="" type="checkbox"/> Pix in DB (4.5.1)</p> <p><input checked="" type="checkbox"/> Audio in DB (4.5.2)</p>	<h2 style="text-align: center;">1. Rate of Submission</h2> <p><b>Serial #</b> 10253 <b>Story Name:</b> Greyhound</p> <p><b>Client:</b> Quantum</p> <p><b>1.1</b> <input checked="" type="checkbox"/> Assign a name to the story in the "Story Name" box</p> <p><b>1.2</b> <input checked="" type="checkbox"/> Rate the Submission:</p> <ol style="list-style-type: none"> <li>1. Fill in the appropriate checkbox</li> <li>2. Make notes of your reasoning in the Notes box</li> </ol> <p><b>1.3</b> <input checked="" type="checkbox"/> Email your Editor:</p> <ol style="list-style-type: none"> <li>1. Use the "Save" button to store your settings in the database</li> <li>2. Use this <a href="#">link to Email your Editor</a></li> <li>3. Include Story's Title and Reference Number, and reasons for rating</li> <li>4. Editor will respond with approval or will spike the story. Await authorization from your Editor before continuing.</li> </ol> <p><b>1.4</b> <input checked="" type="checkbox"/> Editor only: Authorize this story</p> <p><b>1.5</b> <input type="checkbox"/> Editor only: Spike story <input type="text"/> Now (Server Time Zone MmmYYYY)</p> <p style="text-align: center;"> <input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save &amp; Next"/> <input type="button" value="Save &amp; Pending"/> </p> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>SOURCE</b></p> <p><b>SUBMITTED BY:</b></p> <p>FIRST NAME: <input type="text" value="Bill"/></p> <p>LAST NAME: <input type="text" value="Cattell"/></p> <p>TITLE: <input type="text" value="Lead Network Analyst"/></p> <p>COMPANY: <input type="text" value="Greyhound Lines Inc."/></p> <p>EMAIL: <input type="text"/></p> <p>PHONE: <input type="text"/></p> <p>FAX: <input type="text"/></p> <p>TAX EXEMPTION NUMBER: <input type="text"/></p> <p>POSTAL ADDRESS: <input type="text"/></p> <p>STREET ADDRESS: <input type="text" value="P.O. Box 660362"/></p> <p>CITY: <input type="text" value="Dallas"/></p> <p>STATE: <input type="text" value="TX"/></p> <p>ZIP: <input type="text" value="75266"/></p> <p>COUNTRY: <input type="text" value="USA"/></p> <p>URL: <input type="text" value="http://www.greyhound.com"/></p> <p>COMPANY SIZE: <input type="text" value="5000+"/> <p>INDUSTRY FIELD: <input type="text" value="Miscellaneous"/></p> </p></div> <div style="width: 45%;"> <p><b>PUBLIC</b></p> <p><b>LEAD CONTACT INFO</b></p> <p><b>CUSTOMER INFO:</b></p> <p>FIRST NAME: <input type="text"/></p> <p>LAST NAME: <input type="text"/></p> <p>TITLE: <input type="text"/></p> <p>COMPANY: <input type="text"/></p> <p>EMAIL: <input type="text"/></p> <p>PHONE: <input type="text"/></p> <p>FAX: <input type="text"/></p> <p>TAX EXEMPTION NUMBER: <input type="text"/></p> <p>POSTAL ADDRESS: <input type="text"/></p> <p>STREET ADDRESS: <input type="text"/></p> <p>CITY: <input type="text"/></p> <p>STATE: <input type="text"/></p> <p>ZIP: <input type="text"/></p> <p>COUNTRY: <input type="text"/></p> </div> </div> <p style="text-align: center; border: 1px solid black; padding: 5px;"><b>DOES ANYBODY NEED TO APPROVE THIS STORY FOR WEB USE? WHO?</b></p> <p style="text-align: center; border: 1px solid black; padding: 5px;"><b>DESCRIBE THE PROJECT:</b></p>
---	--

FIG. 6A

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	Greyhound uses LANtegrity Network Recovery Software in conjunction with Quantum DLT tape drives to back up both internal network applications and customer services like the On-Line Reservation System.
	<b>WHY IS THIS A GOOD SUCCESS STORY?</b>
	Speed, Capacity, Reliability
	<b>ANYTHING MORE TO ADD?</b>
	<b>HOW DID YOU HEAR ABOUT THIS PROJECT?</b>
	Entered by TEM 12/31/98
	<b>TELL US ABOUT THE HARDWARE AND SOFTWARE USED FOR THIS PROJECT</b>
	<b>SOFTWARE USED</b> LANtegrity
	<b>HARDWARE USED</b> Compaq ProLiant 5000 server Quantum DLT 4000 tape drives
	Use this <a href="#">link</a> to provide feedback to your Editor for this company's stories
<b>FAQ</b>	
Copyright 1998, The Cybercasters (America) Corp. All rights reserved	
<input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save &amp; Next"/> <input type="button" value="Save &amp; Pending"/>	

FIG. 6B

92

120

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**Editor:****Initial OK:**

- ☒ Requested (1.3)  
☒ Authorized (1.4)

**Copy Edit:**

- ☒ Requested (4.6)  
☒ Spell Checked (5.1.1)  
☒ Format Checked (5.1.2)

**WebReady**

- ☒ Authorized (5.2)  
☐ Spiked (1.5)

Writer:

**Data Complete:****Releases:**

- ☒ Verbal (2.1.3)  
☒ Emailed (2.3)  
☒ Fax (3.1)  
☒ Original (4.1)

- ☒ Story data (2.1.4)  
☒ Quotes (2.1.5)  
☒ Web Cont. (2.1.6)  
☒ Pix (4.2.1)  
☒ Audio (4.2.2)

**Implemented:**

- ☒ Data Verified (4.3)  
☒ Headline (3.2.1)  
☒ Capsule (3.2.2)  
☒ Lead (3.3.4)  
☒ Body (3.2.4)  
☒ Quotes (3.3)  
☒ Categorized (3.5)  
☒ Web Info (4.3)  
☒ Pix in DB (4.5.1)  
☒ Audio in DB (4.5.2)

## 2. Complete Info Required to Write this story

**Serial #** 10253      **Story Name:** Greyhound

**Client:** Quantum**2.1 Contact the subject party of the Success Story.** During the phone call:

1. ☒ Confirm accuracy of the submitted information (visible by clicking the "View Record" link on the menu bar) and obtain any information to confirm that the story is what we think it is.
2. ☒ Obtain Verbal Consent for use of story - do not proceed further until verbal consent has been received. Also confirm that a person with some authority will eventually sign the release form; there is no point in doing anything more without this verbal okay.
3. ☒ Enter the name, title and contact info of the person providing verbal consent in "Ongoing contacts for Success Stories" box.
4. ☒ Obtain any additional information required to complete the story in the blank fields on this page.
5. ☒ Obtain raw quotes necessary to do the story, plus extra quotes if possible.
6. ☒ Get the data for the person whose name should appear on the web as contact person.
7. ☒ Have them download and print the legal release form. They (or whoever has authority to sign the release) should fill it out and fax it to us, then send us the original. Double check your notes and the original submission to ensure that they have indeed got the power to sign.

The release may not be modified by anybody under any circumstances.

YOU ARE NOT AUTHORIZED TO MAKE, ACCEPT OR ALLOW CHANGES OF ANY TYPE TO THE RELEASE TEXT. The office of The Cybercasters (America) Corp are the only persons authorized to accept an additional letter that allows any variation from the conditions of the standard release; please contact them if any issues should arise.

8. ☒ Arrange for them to send us pix/audio/video as appropriate; as they may be technical, please check with your editor if you have the slightest doubt about what to arrange. Make a note in the "Notes & Queries" box listing what we are supposed to be receiving.

**2.2** ☒ **Note the date/time, name and details** of what they said about the release in the "Notes" box - it is important to document the verbal release properly.**2.3** ☒ **Email the person** (using the model included in the FAQ) who has given the verbal release, thanking them for their time, their verbal release and willingness to participate in the project. Also quickly confirm the important facts that they gave us, so as to ensure that everything has been correctly understood.

Save

Cancel

Save &amp; Next

Save &amp; Pending

**Project Data to Appear on the Web:**

Creator of Customer's Project:

Bill Cattell

Customer's Company Name:

Greyhound Lines, Inc.

FIG. 7A

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	Customer's Company Size:	5000+	▼	
	State where Project is located:	TX (Texas)	▼	
	Country where Project is located:	USA	▼	
	<b>PROJECT QUOTES (RAW QUOTES PROVIDED BY SUCCESSFUL CUSTOMER)</b>			
	The special problems we face in backup are based on the fact that we need many servers to back up and such a small window of time to get the work done," notes Bill. "We don't run any backups during the day -- they have to be . . . .			
	<b>CONTACT DATA THAT WILL APPEAR ON THE WEB:</b>			
	First Name:	Bill	Postal Address:	P.O. Box 660362
	Last Name:	Cattell		
	Title:	Lead Network Analyst	City:	Dallas
	Company:	Greyhound Lines Inc.	State:	TX
		Zip:	75266	
		Country:	USA	
Tel:		Email:		
Fax:		URL:	<a href="http://www.greyhound.com">http://www.greyhound.com</a>	
Use this <a href="#">link</a> to provide feedback to your Editor for this company's stories				
FAQ				
Copyright 1998 The Cybercasters (America) Corp. All rights Reserved				
<input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save &amp; Next"/> <input type="button" value="Save &amp; Pending"/>				

FIG. 7B

15/72  
130

92

**Editor:**

**Initial OK:**

☒ Requested (1.3)

☒ Authorized (1.4)

**Copy Edit:**

☒ Requested (4.6)

☒ Spell Checked (5.1.1)

☒ Format Checked (5.1.2)

**WebReady**

☒ Authorized (5.2)

☐ Spiked (1.5)

Writer:

**Data Complete:**

**Releases:**

☒ Verbal (2.1.3)

☒ Emailed (2.3)

☒ Fax (3.1)

☒ Original (4.1)

☒ Story data (2.1.4)

☒ Quotes (2.1.5)

☒ Web Cont. (2.1.6)

☒ Pix (4.2.1)

☒ Audio (4.2.2)

**Implemented:**

☒ Data Verified (4.3)

☒ Headline (3.2.1)

☒ Capsule (3.2.2)

☒ Lead (3.3.4)

☒ Body (3.2.4)

☒ Quotes (3.3)

☒ Categorized (3.5)

☒ Web Info (4.3)

☒ Pix in DB (4.5.1)

☒ Audio in DB (4.5.2)

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## 3. Write the Story

**Serial #** 10253      **Story Name:** Greyhound

**Client:** Quantum

**3.1** ☒ Confirm the **fax release** has arrived (or the original hardcopy.) don't do work on this story until the release is in our hands.

**3.2** Write the story - use the following fields:

1. ☒ Headline
2. ☒ Capsule Summary (ie. one line description)
3. ☒ Lead (ie. the first paragraph of the story)
4. ☒ Story Body (ie. second paragraph till end of story).

**3.3** ☒ Spellcheck all the text in the record.

**3.4** ☒ Assign the appropriate keyword/s, Market Segments, company size, etc. to record. Avoid using more than 5 key-words per story.

**3.5** ☒ Do whatever is still required to obtain the final release form.

**3.6** ☐ Follow up on any images, audio and/or video that were supposed to be used

**3.7** Follow up on the **media** that you've arranged for this story (see 2.1.8)

Save
Cancel
Save & Next
Save & Pending

134

**PROJECT TITLE (VISIBLE ON THE WEB):**  
Greyhound Network Backup

**STORY HEADLINE (VISIBLE ON THE WEB):**  
That's The Ticket!

**STORY CAPSULE (VISIBLE ON THE WEB):**  
Coast to coast, Greyhound riders know they can expect reliable, timely transportation. And Quantum DLTtape

**STORY LEAD (VISIBLE ON THE WEB):**  
It happens thousands of times a day -- all over the US. A traveler steps up to a Greyhound ticket counter and within a few seconds is all ready for a trip across the state or across the country. Behind those computer systems, you'll . . .

**STORY BODY (VISIBLE ON THE WEB):**  
Greyhound Lines depends on an elaborate network of computers to keep rolling on time. Ticket counters are linked into a system-wide passenger reservation system making possible fast, efficient service for even the most complicated route. From timetables to transfers, the Greyhound system keeps moving and gets you where you need to be -- without hassle.  
  
Greyhound's office functions are just as efficient. the company headquarters complex in Dallas is linked by an effective Corporate Communications network. Dallas, in turn, is connected to numerous other offices across North America through a Wide Area Network.

**PROJECT QUOTES (RAW QUOTES PROVIDED BY SUCCESSFUL CUSTOMER)**

FIG. 8A

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"The special problems we face in backup are based on the fact that we use servers to back up and such a small window of time to get the work done," says Bill. "We don't run any backups during the day -- they have to be run between 10pm and 6am the next day. We run incremental backups every night and full

#### QUOTES (VISIBLE ON THE WEB)

"The special problems we face in backup are based on the fact that we have servers to back up and such a small window of time to get the work done. We don't run any backups during the day -- they have to be run between 10pm and 2am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup.

"That was one of the problems with the 4 mm approach -- there was just too much hands on required. We were pushing the 4 mm technology too hard and it showed it."

"With DLT autoloader backup, it's an entirely lights-out, hands-off . . .

#### KEYWORD

#### SELECTED KEYWORD

Art  
Banking and Finance  
Broadcasting  
Education  
Engineering  
Entertainment  
Film Production  
Fitness

Add

Remove

Networking

Add/Edit Keyword

#### MARKET

#### SELECTED MARKET

Quantum Market

Add

Remove

Quantum Market

Add/Edit Market

Use this link to [provide feedback to your Editor](#) for this company's story

FAQ

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Save

Cancel

Save & Next

Save & Pending

FIG. 8B



<p><b>Editor:</b></p> <p><b>Initial OK:</b></p> <p><input checked="" type="checkbox"/> Requested (1.3)</p> <p><input checked="" type="checkbox"/> Authorized (1.4)</p> <p><b>Copy Edit:</b></p> <p><input checked="" type="checkbox"/> Requested (4.6)</p> <p><input checked="" type="checkbox"/> Spell Checked (5.1.1)</p> <p><input checked="" type="checkbox"/> Format Checked (5.1.2)</p> <p><b>WebReady</b></p> <p><input checked="" type="checkbox"/> Authorized (5.2)</p> <p><input type="checkbox"/> Spiked (1.5)</p> <p><b>Writer:</b></p> <p><b>Data Complete:</b></p> <p><b>Releases:</b></p> <p><input checked="" type="checkbox"/> Verbal (2.1.3)</p> <p><input checked="" type="checkbox"/> Emailed (2.3)</p> <p><input checked="" type="checkbox"/> Fax (3.1)</p> <p><input checked="" type="checkbox"/> Original (4.1)</p> <p><input checked="" type="checkbox"/> Story data (2.1.4)</p> <p><input checked="" type="checkbox"/> Quotes (2.1.5)</p> <p><input checked="" type="checkbox"/> Web Cont. (2.1.6)</p> <p><input checked="" type="checkbox"/> Pix (4.2.1)</p> <p><input checked="" type="checkbox"/> Audio (4.2.2)</p> <p><b>Implemented:</b></p> <p><input checked="" type="checkbox"/> Data Verified (4.3)</p> <p><input checked="" type="checkbox"/> Headline (3.2.1)</p> <p><input checked="" type="checkbox"/> Capsule (3.2.2)</p> <p><input checked="" type="checkbox"/> Lead (3.3.4)</p> <p><input checked="" type="checkbox"/> Body (3.2.4)</p> <p><input checked="" type="checkbox"/> Quotes (3.3)</p> <p><input checked="" type="checkbox"/> Categorized (3.5)</p> <p><input checked="" type="checkbox"/> Web Info (4.3)</p> <p><input checked="" type="checkbox"/> Pix in DB (4.5.1)</p> <p><input checked="" type="checkbox"/> Audio in DB (4.5.2)</p>	<h2 style="text-align: center;">4. WebData - Complete Web Display Data</h2> <table style="width: 100%; border: 1px solid black;"> <tr> <td style="width: 20%;">Serial #</td> <td style="width: 20%;">10253</td> <td style="width: 20%;">Story Name:</td> <td style="width: 40%;">Greyhound 142</td> </tr> </table> <p><b>Client:</b> Quantum</p> <p><b>4.1</b> <input checked="" type="checkbox"/> Confirm that the original <b>hardcopy release</b> has arrived.</p> <p><b>4.2</b> Confirm arrival of the <b>images/audio/video</b> that were supposed to come in - follow up if they haven't. Check we've begun our internal processing to prepare them for the Web</p> <p style="margin-left: 20px;">1. <input checked="" type="checkbox"/> Images</p> <p style="margin-left: 20px;">2. <input checked="" type="checkbox"/> Audio and/or Video</p> <p><b>4.3</b> <input checked="" type="checkbox"/> Verify that all the information required for the Web is <b>complete and confirmed accurate</b>.</p> <p><b>4.4</b> <input checked="" type="checkbox"/> Fill in the <b>Definitive hardware and software</b> listings (to be visible on the Web). Add new products and companies as necessary.</p> <p><b>4.5</b> Confirm that the <b>image/audio/video materials</b> are ready to publish. Fill in the links for these materials.</p> <p style="margin-left: 20px;">1. <input checked="" type="checkbox"/> Image material</p> <p style="margin-left: 20px;">2. <input checked="" type="checkbox"/> Audio/Video materials</p> <p><b>4.6</b> <input checked="" type="checkbox"/> When you've completed all of the above, notify your editor that this story is ready for CopyEdit and Final OK - include the story number and name in the subject when you send your email.</p> <p style="text-align: center;"> <input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save &amp; Next"/> <input type="button" value="Save &amp; Pending"/> </p> <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> <p style="text-align: center; background-color: #f0f0f0;"><b>SOFTWARE USED (AS SUBMITTED)</b></p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>SOFTWARE</b></p> <div style="border: 1px solid black; padding: 2px;"> 3D Nation  ACT!  Adobe Photoshop  Adobe Premiere  After Effects  AfterImage  Apache  AppleShare </div> </td> <td style="width: 10%; text-align: center; vertical-align: middle;"> Add  Remove </td> <td style="width: 40%; vertical-align: top;"> <p><b>SOFTWARE (VISIBLE ON THE WEB)</b></p> <div style="border: 1px solid black; padding: 2px;"> LANtegrity </div> </td> </tr> </table> <p style="text-align: center;"> <input type="button" value="Add/Edit Software Product"/> <input type="button" value="Add/Edit Manufacturer"/> </p> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> <p style="text-align: center; background-color: #f0f0f0;"><b>HARDWARE USED (AS SUBMITTED)</b></p> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Compaq ProLiant 5000 servers  Quantum DLT 4000 tape drives </div> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>HARDWARE</b></p> <div style="border: 1px solid black; padding: 2px;"> ADIC Scalar 458 Library  ADIC Scalar DLT Libraries  AMD166 Processor  AMD486 Processor  AMDP - 100 Processor  ATL Library  Adaptec AAA133 RAID cont  Alpha </div> </td> <td style="width: 10%; text-align: center; vertical-align: middle;"> Add  Remove </td> <td style="width: 40%; vertical-align: top;"> <p><b>HARDWARE (VISIBLE ON THE WEB)</b></p> <div style="border: 1px solid black; padding: 2px;"> Compaq ProLiant 5000 server  Quantum DLT 7000 </div> </td> </tr> </table> </div>	Serial #	10253	Story Name:	Greyhound 142	<p><b>SOFTWARE</b></p> <div style="border: 1px solid black; padding: 2px;"> 3D Nation  ACT!  Adobe Photoshop  Adobe Premiere  After Effects  AfterImage  Apache  AppleShare </div>	Add  Remove	<p><b>SOFTWARE (VISIBLE ON THE WEB)</b></p> <div style="border: 1px solid black; padding: 2px;"> LANtegrity </div>	<p><b>HARDWARE</b></p> <div style="border: 1px solid black; padding: 2px;"> ADIC Scalar 458 Library  ADIC Scalar DLT Libraries  AMD166 Processor  AMD486 Processor  AMDP - 100 Processor  ATL Library  Adaptec AAA133 RAID cont  Alpha </div>	Add  Remove	<p><b>HARDWARE (VISIBLE ON THE WEB)</b></p> <div style="border: 1px solid black; padding: 2px;"> Compaq ProLiant 5000 server  Quantum DLT 7000 </div>
Serial #	10253	Story Name:	Greyhound 142								
<p><b>SOFTWARE</b></p> <div style="border: 1px solid black; padding: 2px;"> 3D Nation  ACT!  Adobe Photoshop  Adobe Premiere  After Effects  AfterImage  Apache  AppleShare </div>	Add  Remove	<p><b>SOFTWARE (VISIBLE ON THE WEB)</b></p> <div style="border: 1px solid black; padding: 2px;"> LANtegrity </div>									
<p><b>HARDWARE</b></p> <div style="border: 1px solid black; padding: 2px;"> ADIC Scalar 458 Library  ADIC Scalar DLT Libraries  AMD166 Processor  AMD486 Processor  AMDP - 100 Processor  ATL Library  Adaptec AAA133 RAID cont  Alpha </div>	Add  Remove	<p><b>HARDWARE (VISIBLE ON THE WEB)</b></p> <div style="border: 1px solid black; padding: 2px;"> Compaq ProLiant 5000 server  Quantum DLT 7000 </div>									

FIG. 9A

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	<div>Alpha ▾</div>		<div>▾</div>
	<div>Add/Edit Hardware Product</div>		<div>Add/Edit Manufacturer</div>
	<div>This area to allow insertion of filenames for images, audio and video (as appropriate)</div>		
	<div>Use this link to <u>provide feedback to your Editor</u> for this company's stories</div>		
	<div>FAQ</div>		
	<div>Copyright 1998. The Cybercasters (America) Corp. All rights reserved</div>		
	<div><div>Save</div><div>Cancel</div><div>Save &amp; Next</div><div>Save &amp; Pending</div></div>		

FIG. 9B

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150

92

**Editor:****Initial OK:**

- ☒ Requested (1.3)  
☒ Authorized (1.4)

**Copy Edit:**

- ☒ Requested (4.6)  
☒ Spell Checked (5.1.1)  
☒ Format Checked (5.1.2)

**WebReady**

- ☒ Authorized (5.2)  
☐ Spiked (1.5)

**Writer:****Data Complete:****Releases:**

- ☒ Verbal (2.1.3)  
☒ Emailed (2.3)  
☒ Fax (3.1)  
☒ Original (4.1)

- ☒ Story data (2.1.4)  
☒ Quotes (2.1.5)  
☒ Web Cont. (2.1.6)  
☒ Pix (4.2.1)  
☒ Audio (4.2.2)

**Implemented:**

- ☒ Data Verified (4.3)  
☒ Headline (3.2.1)  
☒ Capsule (3.2.2)  
☒ Lead (3.3.4)  
☒ Body (3.2.4)  
☒ Quotes (3.3)  
☒ Categorized (3.5)  
☒ Web Info (4.3)  
☒ Pix in DB (4.5.1)  
☒ Audio in DB (4.5.2)

**5. Copy Editing (Editor Use Only)****Serial**

# 10253

**Story****Name:** Greyhound**Client:** Quantum

**5.1** Editor's CopyEdit - **Check everything** and confirm that the story is ready to publish.

1. ☒ Spellcheck everything  
 2. ☒ Check for format errors, duplicate spaces, excess carriage returns, etc.

**5.2** ☒ Editor - activate **WebReady** status

**5.3** ☐ Editor - set **Online Date**

**Now** or **Offline** (Server Time Zone DD Mmm YYYY)

**5.4** Editor - set story as **Featured Story** if required

**From:**  (Server Time Zone DD MmmYYYY)

**To:**  (Server Time Zone DD MmmYYYY)

Save

Cancel

Save &amp; Next

Save &amp; Pending

152

This area to sub used to display all the fields that will be displayed over the Web to all one final copy edit of the web visible materials

**COMPANY**

Greyhound Lines, Inc

**PROJECT NAME**

Greyhound Network Backup

**TITLE**

That's the Ticket!

**DESCRIPTION**

Coast to coast, Greyhound riders know they can expect reliable, timely transportation. And Quantum DLTape™ systems help keep the bus line On Line.

**LEAD**

It happens thousands of times a day -- all over the US. A traveler steps up to a Greyhound ticket counter and within a few seconds is all ready for a trip -- across the state or across country. Behind that efficient service is an array of efficient computer systems. And behind those computer systems, you'll find Quantum.

**BODY**

Greyhound Lines depends on an elaborate network of computers to keep the buses rolling on time. Ticket counters are linked into a system-wide passenger reservation system making possible fast, efficient service for even the most complicated route. From timetables to transfers, the Greyhound system keeps you moving and gets you where you need to be -- without hassle.

Greyhound's office functions are just as efficient. The company headquarters complex in Dallas is linked by an effective Corporate Communications Network. And Dallas, in turn is connected to numerous other offices across North America through a Wide Area Network.

But what happens if there's a system crash? Does everything grind to a halt?

Not a chance. Greyhound's computer operations are backed up by a reliable Quantum DLTape™ system.

Bill Cattell, Greyhound's network administrator, was

**QUOTES**

"The special problems we face in backup are based on the fact that we have so many servers to back up and such a

FIG. 10A

20/72

	<p>fact that we have so many servers to back up and such a small window of time to get the work done. We don't run any backups during the day -- they have to be run between 10pm and 2am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup workload.</p> <p>"That was one of the problems with the 4 mm approach -- there was just too much hands-on required. We were pushing the 4 mm technology too hard and it couldn't take it."</p>	
	<b>HARDWARE AND OS SOFTWARE USED</b>	
	<b>HARDWARE</b>	<b>SELECTED HARDWARE</b>
	<div><div>ADIC Scalar 458 Library</div><div>ADIC Scalar DLT Libraries</div><div>AMD166 Processor</div><div>AMD486 Processor</div><div>AMDP - 100 Processor</div><div>ATL Library</div><div>Adaptec AAA133 RAID con</div><div>Alpha</div></div> <div><div>Add</div><div>Remove</div></div> <div><div>Compaq Proliant 5000 server</div><div>Quantum DLT 7000</div></div>	
<b>SOFTWARE USED</b>		
<b>SOFTWARE</b>	<b>SOFTWARE (VISIBLE ON THE WEB)</b>	
<div><div>3DNation</div><div>ACT!</div><div>Adobe Photoshop</div><div>Adobe Premiere</div><div>After Effects</div><div>AfterImage</div><div>Apache</div><div>AppleShare</div></div> <div><div>Add</div><div>Remove</div></div> <div><div>LANtegrity</div></div>		

FIG. 10B

21/72

Contact Information	
CONTACT PERSON	Bill
	Cattell
TITLE OF CONTACT PERSON	Lead Network Analyst
CONTACT COMPANY NAME	Greyhound Lines
CONTACT COMPANY COUNTRY	USA
WEBSITE	http://www.greyhound
CONTACT TEL.	
CONTACT E-MAIL	
CONTACT FAX	
POSTAL ADDRESS	P.O. Box 6660362
CONTACT CITY	Dallas
CONTACT STATE	TX
CONTACT ZIP	75266
CONTACT COUNTRY	USA

Project Description	
COMPANY NAME	Greyhound Lines, Inc
PROJECT AUTHOR	Bill Cattell
PROJECT NAME	
COMPANY SIZE	5000+
STATE	TX (Texas)
COUNTRY	USA

CATEGORY	
MARKET	SELECTED MARKET
Quantum Market	Add
	Remove
	Quantum Market

KEYWORDS

FIG. 10C

22/72

KEYWORD		SELECTED KEYWORD
Art	<u>Add</u>	Networking
Banking and Finance		
Broadcasting		
Education		
Engineering		
Entertainment		
Film Production		
Fitness	<u>Remove</u>	

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FIG. 10D

23/72

Search Page			
<p>1. Fill in the form below to search for stories that fulfill the criteria that you want to find. Wildcard searches can be done using a "*" sign to indicate that any character/s will satisfy the search criteria.</p> <p style="text-align: center; border: 1px solid black; padding: 2px 10px; display: inline-block;">SEARCH</p>			
FIELD TO SEARCH ON:	CRITERIA TO SEARCH ON:		
STORY AS WEBREADY:	<input type="text"/>	<input type="checkbox"/> Yes	
SERIAL NO.:	is <input type="text"/>		
STORYNAME:	is <input type="text"/>		
PROJECTNAME:	is <input type="text"/>		
CLIENT:	is <input type="text"/>		
COMPANY:	is <input type="text"/>		
STATE:	is <input type="text"/>		
COUNTRY:	is <input type="text"/>		
TICKLERDATE:	is <input type="text"/>	(DD Mmm YYYY)	
ONLINE DATE:	is <input type="text"/>	(DD Mmm YYYY)	
COOL STORY DATE:	is <input type="text"/>	(DD Mmm YYYY)	
INCLUDE GRAVEYARD STORIES:	<input type="checkbox"/> Yes		
MARKET	SEARCH FOR MARKET		
<div style="border: 1px solid black; padding: 5px; min-height: 100px;">           Quantum Market            Small Business            Enterprise            K-12            New Media &amp; Entertainment            Publishing            Scientific &amp; Engineering            Health Care         </div>	<p>Add</p> <p>Remove</p>	<div style="border: 1px solid black; width: 100%; height: 100px;"></div>	

FIG. 11A

24/72

	<b>KEYWORDS</b>	<b>SEARCH FOR KEYWORDS</b>	
	<div>Art Banking and Finance Broadcasting Education Engineering Entertainment Film Production Fitness</div>	<div><div>Add</div><div>Remove</div></div>	<div></div>
	<b>HARDWARE</b>	<b>SEARCH FOR HARDWARE</b>	
	<div>ADIC Scalar 458 Library ADIC Scalar DLT Libraries AMD166 Processor AMD486 Processor AMDP - 100 Processor ATL Library Adaptec AAA133 RAID cont Alpha</div>	<div><div>Add</div><div>Remove</div></div>	<div></div>
<b>SOFTWARE</b>	<b>SEARCH FOR SOFTWARE</b>		
<div>3D Nation ACT! Adobe Photoshop Adobe Premiere After Effects AfterImage Apache AppleShare</div>	<div><div>Add</div><div>Remove</div></div>	<div></div>	
<div>FAQ Copyright Notice</div> <div>Search</div>			

FIG. 11B



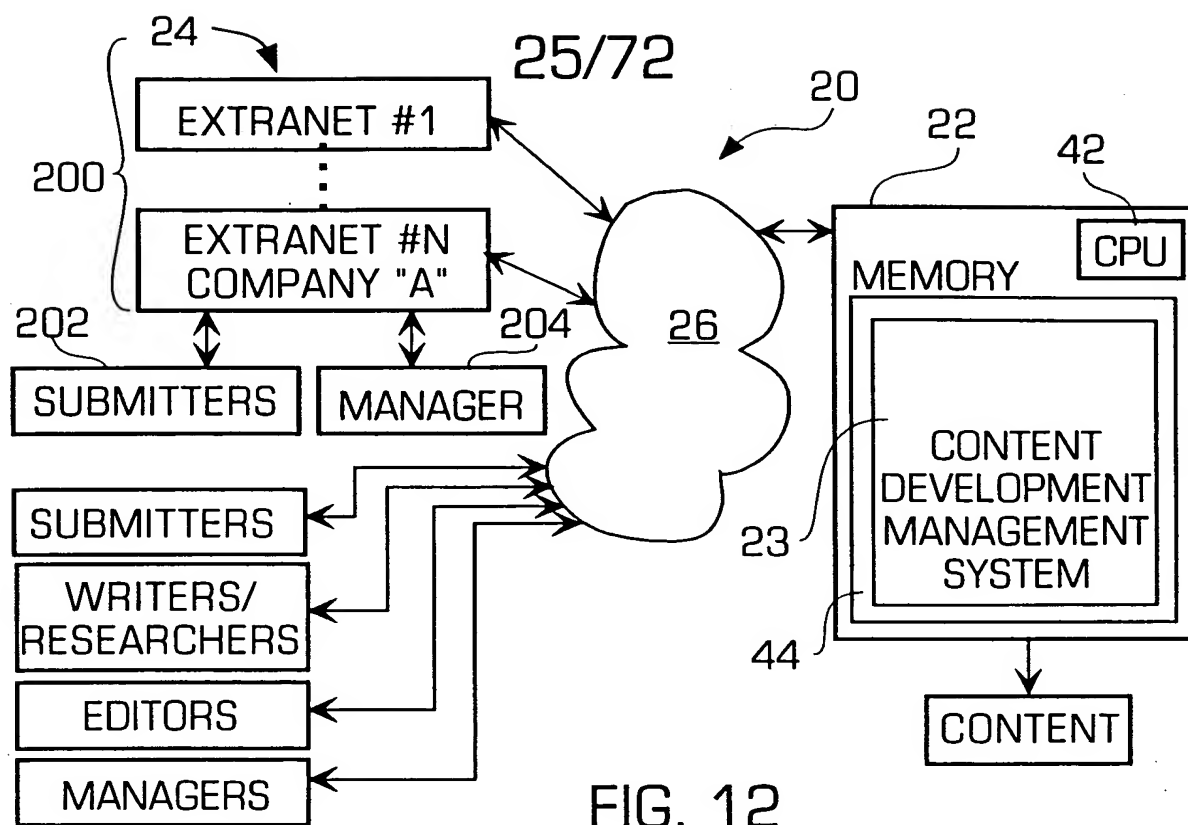


FIG. 12

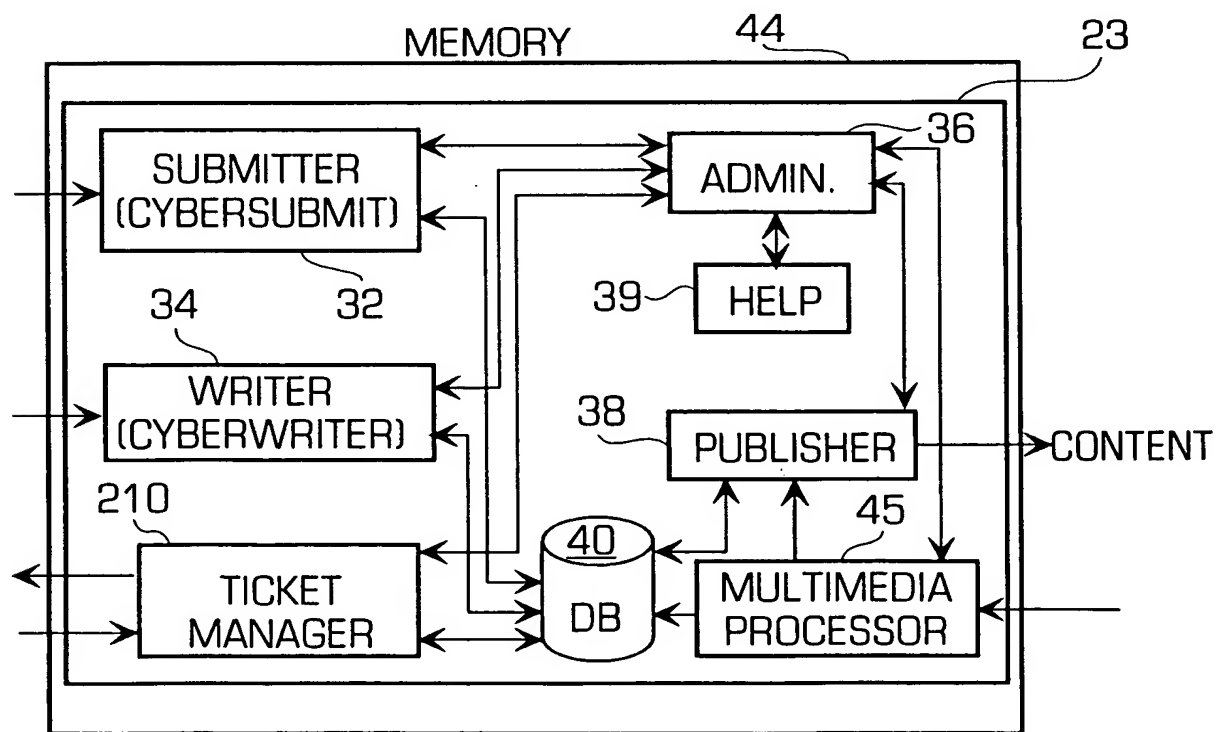


FIG. 13A

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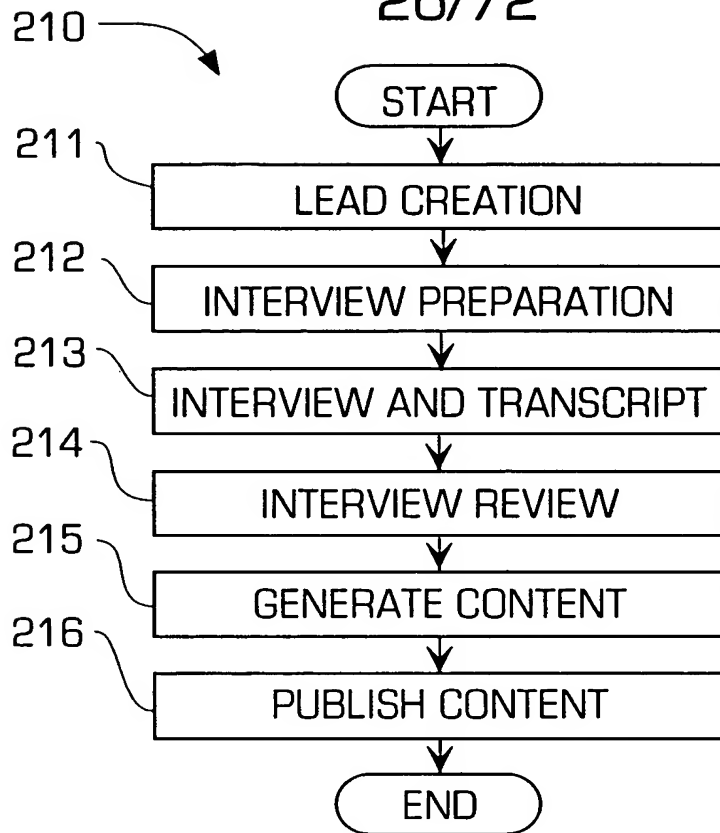
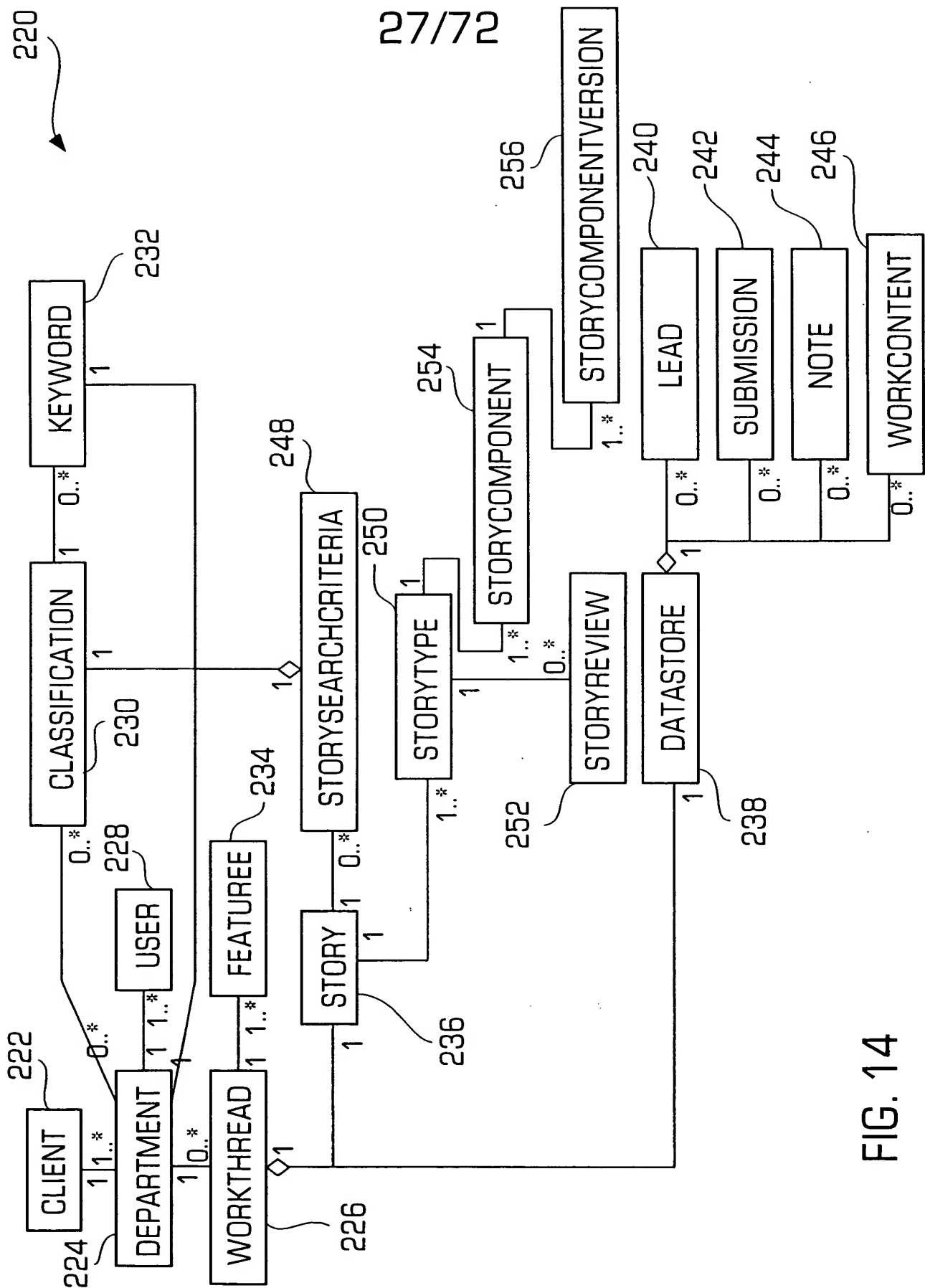


FIG. 13B



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FIG. 14

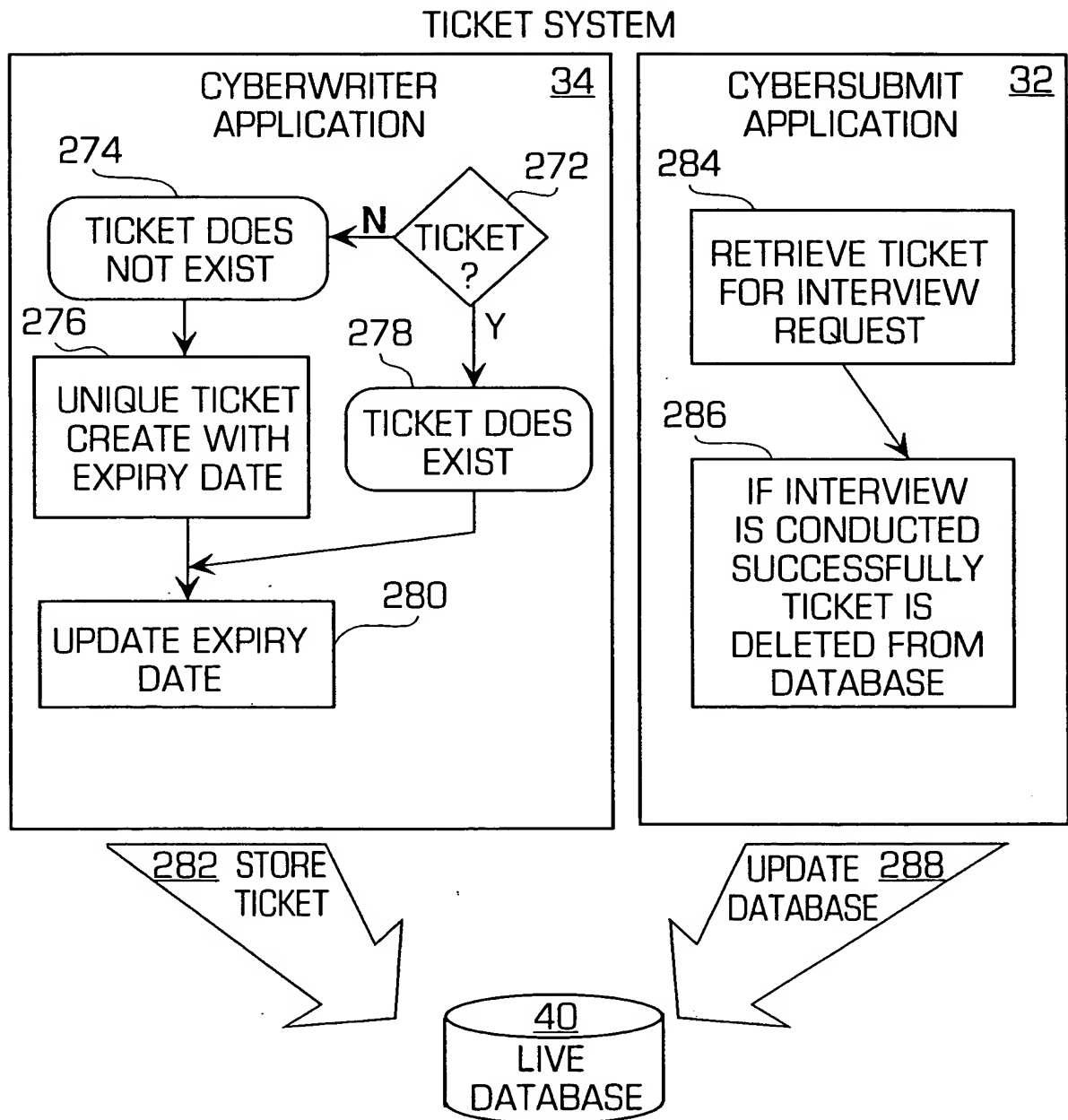


FIG. 15

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290

TICKET USAGE IN CYBERSUBMIT

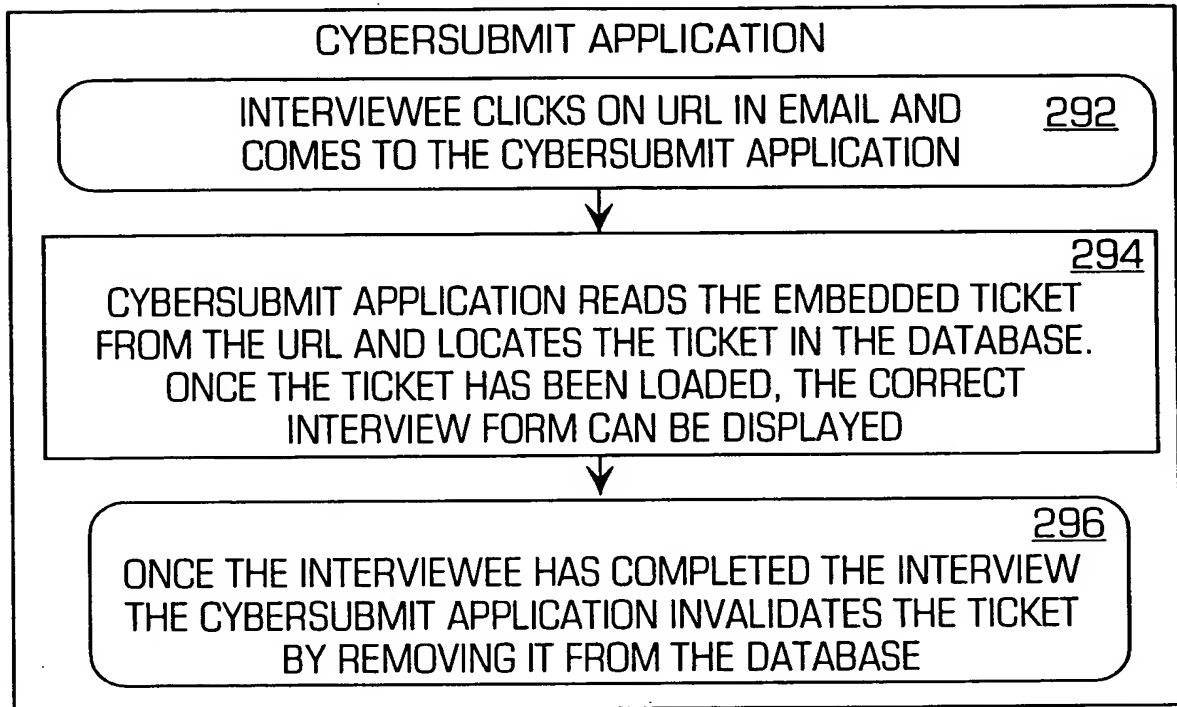


FIG. 16

300

TICKET GENERATION IN CYBERWRITER

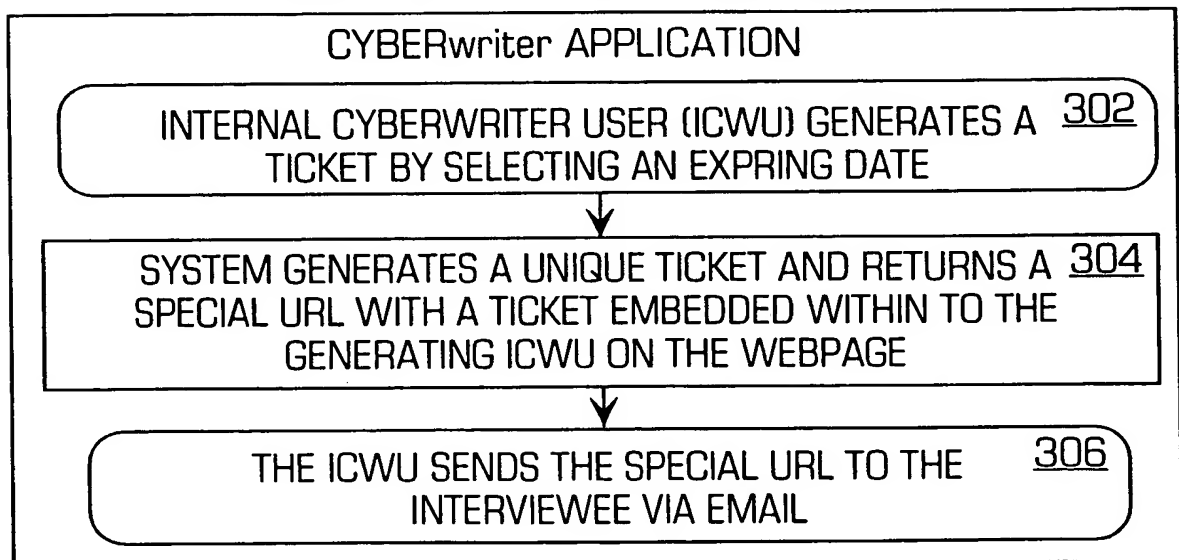


FIG. 17

310

30/72

Back Forward Stop Refresh Home Autofill Print Mail

Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/wo/Ri2NfmJJeALHH3VBYRINM8F5p37A/3.11.0 > 90

LEAD CREATION WIZARD

GOOGLE.CORPORATE

ALLAN DAVIDSON  
USER

FEATUREE

FIRSTNAME

LASTNAME

\* COMPANY

EMAIL

PHONE

WEB SITE

QUESTIONS

\* WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS OF A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

> SAVE

INTERNET ZONE

312

> SAVE

FIG. 18A

310

31/72

Back Forward Stop Refresh Home AutoFill Print Mail

Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/wa/Ri2NfmJeaLHH3VBYPINM8F5p37A/3.11.0

LEAD CREATION WIZARD

GOOGLE CORPORATE

ALLAN DAVIDSON  
USER

FEATUREE

LITTLE RED  
FIRSTNAME

www.grandmashouse.com  
\* COMPANY

1-212-123-1234  
PHONE

www.grandmashouse.com  
WEB SITE

RIDING HOOD  
LASTNAME

lrrh@grandmashouse.com  
EMAIL

QUESTIONS

\* WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS OF A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?  
THIS IS A GREAT STORY BECAUSE IT'S GOT A HAPPY ENDING.

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?  
WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?

> SAVE

INTERNET ZONE

312

FIG. 18B

Back Forward Stop Refresh Home Autofill Print Mail

Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/wor/Ri2NfmJeALHH3VBYRINM8F5p37A/4.12.0

LEAD CREATION WIZARD

LEAD SUCCESSFULLY CREATED AND SAVED WITH SERIAL NUMBER 20693

ALLAN DAVIDSON  
USER

FEATUREE

LITTLE RED  
FIRSTNAME

WWW.GRANDMASHOUSE.COM  
\* COMPANY

1-212-123-1234  
PHONE

WWW.GRANDMASHOUSE.COM  
WEB SITE

RIDING HOOD  
LASTNAME

IRRH@GRANDMASHOUSE.COM  
EMAIL

QUESTIONS

\* WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS OF A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?

THIS IS A GREAT STORY BECAUSE IT'S GOT A HAPPY ENDING.

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?

> SAVE

INTERNET ZONE



933

Successes.com - Work Area

Back Forward Stop Refresh Home AutoFill Print Mail

Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.wso/Servlet2NfmJealHH3VBYRINMBF5p37A/6.3.19.CockpitDetailsComponent.0.1.0.0.CockpitLeadDisplayCo  
@ 01 @ 02 @ 03 Page Title @ http://www.mactouch.com/ @ http://www.mactouch.com/ @ http://www.versiontracker.com/ @ Microsoft Web Sites @ Apple

Successes.com

ADMIN GO

RESOURCES | BUG REPORT

LEAD  
www.grandmashouse.com

GOOGLE CORPORATE  
20693

VIEW NOTES ADD NOTE  
FILTER BY: (NO FILTER)

STORY LOG  
MONOLITHIC  
FULL STORY DATA  
CREATE NEW LEAD  
STYLE GUIDE  
WORKING CONTENT  
TO DO

REFRESH  
UNLOCKED69  
> DELETE  
> GRAVEYARD

FROM: ALLAN DAVIDSON.  
LITTLE RED RIDING HOOD  
FIRST NAME LAST NAME  
WWW.GRANDMASHOUSE.COM  
COMPANY  
lrrh@grandmashouse.com www.grandmashouse.com  
EMAIL URL  
1-212-123-1234  
WORK PHONE

RATING  
EXCELLENT  
FAIR  
GOOD  
NO USE  
POOR  
> SUBMIT  
346

REBUILD MENU

QUESTIONS  
ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?  
WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?  
WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR A  
PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?  
THIS IS A GREAT STORY BECAUSE IT'S GOT A HAPPY ENDING.

NO CLIENTS COMMENTS  
STORY NAME:  
www.grandmashouse.com  
CREATE TASKS:  
350 INTERVIEW PREP ASSIGN TO  
352 INTERVIEW REVIEW ASSIGN TO  
EDITOR COMMENTS:  
354

Successes.com - Work Area

successes.com

ADMIN • GO

LEAD

INTERVIEW PREP

INTERVIEW REVIEW

STORY LOG

MONOLITHIC

FULL STORY DATA

CREATE NEW LEAD

STYLE GUIDE

WORKING CONTENT

TO DO

> REBUILD MENU

ON GO

???

INTERVIEW

WAIT

ACTION CENTER

10 MAR 01

RESOURCES | BUG REPORT

LEAD

www.grandmashouse.com

GOOGLE CORPORATE

20693

VIEW NOTES

ADD NOTE

FILTER BY: NO FILTER

FROM: ALLAN DAVIDSON.

LITTLE RED

RIDING HOOD

FIRST NAME

LAST NAME

www.grandmashouse.com

COMPANY

lrmh@grandmashouse.com

EMAIL URL

www.grandmashouse.com

1-212-123-1234

WORK PHONE

QUESTIONS

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?

WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?

THIS IS A GREAT STORY BECAUSE IT'S GOT A HAPPY ENDING.

REFRESH

UNLOCKED69

> DELETE

> GRAVEYARD

RATING

EXCELLENT

FAIR

GOOD

NO USE

POOR

> SUBMIT

346

NO CLIENTS COMMENTS

STORY NAME:

www.grandmashouse.com

CREATE TASKS:

INTERVIEW PREP

JAN ZIEFF

INTERVIEW REVIEW

JAN ZIEFF

EDITOR COMMENTS:

THIS IS A GREAT STORY AND WE SHOULD PURSUE IT.

Successes.com - Work Area																									
<a href="#">successes.com</a> ADMIN • GO	??? ON GO ??? WAIT ACTION RATED LEAD 10 MAR 01 INTERVIEW 10 MAR 01 CENTER																								
RESOURCES   BUG REPORT																									
<p>LEAD</p> <p>INTERVIEW PREP</p> <p>INTERVIEW REVIEW</p> <p>STORY LOG</p> <p>MONOLITHIC</p> <p>FULL STORY DATA</p> <p>CREATE NEW LEAD</p> <p>STYLE GUIDE</p> <p>WORKING CONTENT</p> <p>TO DO</p>	<p>INTERVIEW PREP</p> <p>www.grandmashhouse.com</p> <p>REFRESH UNLOCKED684</p> <p>&gt; DELETE</p> <p>&gt; GRAVEYARD</p>																								
GOOGLE CORPORATE 20693																									
VIEW NOTES ADD NOTE																									
FILTER BY: NO FILTER																									
362																									
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>SUBMITTED DATA</th> <th>VERIFIED DATA</th> </tr> </thead> <tbody> <tr> <td>WWW.GRANDMASHHOUSE.COM COMPANY</td> <td>COMPANY</td> </tr> <tr> <td>LITTLE RED FIRST NAME</td> <td>FIRST NAME</td> </tr> <tr> <td>RIDING HOOD LAST NAME</td> <td>LAST NAME</td> </tr> <tr> <td>NO DATA STREET ADDRESS</td> <td>STREET ADDRESS</td> </tr> <tr> <td>NO DATA CITY</td> <td>CITY</td> </tr> <tr> <td>NO DATA STATE/PROVINCE</td> <td>STATE/PROVINCE</td> </tr> <tr> <td>NO DATA ZIP</td> <td>ZIP</td> </tr> <tr> <td>NO DATA COUNTRY</td> <td>COUNTRY</td> </tr> <tr> <td>www.grandmashhouse.com URL</td> <td>URL</td> </tr> <tr> <td>lrrh@grandmashhouse.com EMAIL</td> <td>EMAIL</td> </tr> <tr> <td>1-212-123-1234 WORK PHONE</td> <td>WORK PHONE</td> </tr> </tbody> </table>		SUBMITTED DATA	VERIFIED DATA	WWW.GRANDMASHHOUSE.COM COMPANY	COMPANY	LITTLE RED FIRST NAME	FIRST NAME	RIDING HOOD LAST NAME	LAST NAME	NO DATA STREET ADDRESS	STREET ADDRESS	NO DATA CITY	CITY	NO DATA STATE/PROVINCE	STATE/PROVINCE	NO DATA ZIP	ZIP	NO DATA COUNTRY	COUNTRY	www.grandmashhouse.com URL	URL	lrrh@grandmashhouse.com EMAIL	EMAIL	1-212-123-1234 WORK PHONE	WORK PHONE
SUBMITTED DATA	VERIFIED DATA																								
WWW.GRANDMASHHOUSE.COM COMPANY	COMPANY																								
LITTLE RED FIRST NAME	FIRST NAME																								
RIDING HOOD LAST NAME	LAST NAME																								
NO DATA STREET ADDRESS	STREET ADDRESS																								
NO DATA CITY	CITY																								
NO DATA STATE/PROVINCE	STATE/PROVINCE																								
NO DATA ZIP	ZIP																								
NO DATA COUNTRY	COUNTRY																								
www.grandmashhouse.com URL	URL																								
lrrh@grandmashhouse.com EMAIL	EMAIL																								
1-212-123-1234 WORK PHONE	WORK PHONE																								
> COPY > CANCEL > SAVE																									
TICKET GENERATION																									
EXPIRY DATE: MAR 24 2001																									
> GENERATE																									

362

366

360

38/72

FIG. 20C

Successes.com - Work Area

Successes.com

ADMIN

GO

ON GO

???

INTERVIEW

10 MAR 01

ACTION CENTER

RESOURCES | BUG REPORT

LEAD

INTERVIEW PREP

INTERVIEW REVIEW

STORY LOG

MONOLITHIC

FULL STORY DATA

CREATE NEW LEAD

STYLE GUIDE

WORKING CONTENT

TO DO

REBUILD MENU

INTERVIEW PREP

www.grandmashouse.com

REFRESH

UNLOCKED684

> DELETE

> GRAVEYARD

GOOGLE CORPORATE

20693

VIEW NOTES

ADD NOTE

FILTER BY: NO FILTER

SUBMITTED DATA

WWW.GRANDMASHOUSE.COM

COMPANY

LITTLE RED

FIRST NAME

RIDING HOOD

LAST NAME

123 HIGH ST.

STREET ADDRESS

OLD TOWN

CITY

VA

STATE/PROVINCE

22222

ZIP

USA

COUNTRY

www.grandmashouse.com

URL

lrrh@grandmashouse.com

EMAIL

1-212-123-1234

WORK PHONE

VERIFIED DATA

WWW.GRANDMASHOUSE.COM

COMPANY

LITTLE RED

FIRST NAME

RIDING HOOD

LAST NAME

123 HIGH ST.

STREET ADDRESS

OLD TOWN

CITY

VA

STATE/PROVINCE

22222

ZIP

USA

COUNTRY

www.grandmashouse.com

URL

lrrh@grandmashouse.com

EMAIL

1-212-123-1234

WORK PHONE

TICKET GENERATION

EXPIRY DATE: MAR 24 2001

> GENERATE

> COPY

> CANCEL

> SAVE

366

360

39/72

FIG. 20D

Successes.com - Work Area

Successes.com

ADMIN

GO

LEAD

INTERVIEW PREP

INTERVIEW REVIEW

STORY LOG

MONOLITHIC

FULL STORY DATA

CREATE NEW LEAD

STYLE GUIDE

WORKING CONTENT

TO DO

REBUILD MENU

222 RATED LEAD 10 MAR 01

222 ON GO

222 INTERVIEW 10 MAR 01

ACTION CENTER

RESOURCES | BUG REPORT

INTERVIEW PREP

www.grandmashouse.com

REFRESH

UNLOCKED684

DELETE

GRAVEYARD

GOOGLE CORPORATE

20693

VIEW NOTES

ADD NOTE

FILTER BY: (NO FILTER)

SUBMITTED DATA

WWW.GRANDMASHOUSE.COM

LITTLE RED

FIRST NAME

RIDING HOOD

LAST NAME

NO DATA

STREET ADDRESS

NO DATA

CITY

NO DATA

STATE/PROVINCE

NO DATA

ZIP

NO DATA

COUNTRY

www.grandmashouse.com

URL

lrrh@grandmashouse.com

EMAIL

1-212-123-1234

WORK PHONE

VERIFIED DATA

WWW.GRANDMASHOUSE.COM

COMPANY

LITTLE RED

FIRST NAME

RIDING HOOD

LAST NAME

123 HIGH ST.

STREET ADDRESS

OLD TOWN

CITY

VA

STATE/PROVINCE

22222

ZIP

USA

COUNTRY

www.grandmashouse.com

URL

lrrh@grandmashouse.com

EMAIL

1-212-123-1234

WORK PHONE

368

364

TICKET GENERATION

GENERATED: 2001/03/10

EXPIRY DATE: MAR 24 2001

TEST TICKET

RESET

<input type="checkbox"/> <b>SHARE YOUR GOOGLE SUCCESS STORY</b>		<input type="checkbox"/>	
<input type="checkbox"/> <b>Back Forward Stop Refresh Home Autofill Print Mail</b>		<input type="checkbox"/>	
Address <a href="http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.wa/wa/startSubmit?id=nVe0614">http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.wa/wa/startSubmit?id=nVe0614</a> ; >go		<input type="checkbox"/>	
@ G1 @ G2 @ G3 Page Title @ <a href="http://www.macnn.com/">http://www.macnn.com/</a> @ <a href="http://www.mactouch.com/">http://www.mactouch.com/</a> >>		<input type="checkbox"/>	
<b>Google</b>		<b>370</b>	
<a href="#">Home</a>		<a href="#">WWW.GRANDMASHOUSE.COM</a>	
<a href="#">All About Google</a>		COMPANY	
<a href="#">Find on this site:</a>		TITLE RED	
<input type="text"/>		FIRST NAME	
<input type="text"/>		RIDING HOOD	
<input type="text"/>		LAST NAME	
<input type="text"/>		123 HIGH ST.	
<input type="text"/>		STREET ADDRESS	
<input type="text"/>		OLD TOWN	
<input type="text"/>		CITY	
<input type="text"/>		VA	
<input type="text"/>		STATE/PROVINCE	
<input type="text"/>		22222	
<input type="text"/>		ZIP	
<input type="text"/>		USA	
<input type="text"/>		COUNTRY	
<input type="text"/>		<a href="http://www.grandmashouse.com">www.grandmashouse.com</a>	
<input type="text"/>		URL	
<input type="text"/>		<a href="mailto:lrth@grandmashouse.com">lrth@grandmashouse.com</a>	
<input type="text"/>		EMAIL	
<input type="text"/>		1-212-123-1234	
<input type="text"/>		WORK PHONE	
<input type="text"/>		<input type="button" value="COPY"/> <input type="button" value="CANCEL"/> <input type="button" value="SAVE"/>	
<input type="button" value="TEST TICKET"/>		<b>TICKET GENERATION</b>	
GENERATED: 2001/03/10		2001/03/10	
EXPIRY DATE: MAR 24 2001		2001	
<input type="button" value="RESET"/>		<input type="button" value="RESET"/>	
Favorites History Search Scrapbook		VIEW NOTES ADD NOTE	
FILTER BY: (NO FILTER)		FILTER BY: (NO FILTER)	



<input type="checkbox"/> <b>SHARE YOUR GOOGLE SUCCESS STORY</b>	
<input type="checkbox"/> <b>Back</b> <b>Forward</b> <b>Stop</b> <b>Refresh</b> <b>Home</b> <b>Autofill</b> <b>Print Mail</b>	<input type="checkbox"/> <b>&gt;GO</b> <input type="checkbox"/> <b>&gt;&gt;</b>
Address <a href="http://www2.success.com/cgi-bin/WebObjects/DyerSubmitTest.wa/wa/startSubmit?nid=nVEo614kbDxYbTBGQxKyrshmlRY8GNXrUPRS5oZ1ye1f41">http://www2.success.com/cgi-bin/WebObjects/DyerSubmitTest.wa/wa/startSubmit?nid=nVEo614kbDxYbTBGQxKyrshmlRY8GNXrUPRS5oZ1ye1f41</a> @ G1 @ G2 @ G3 Page Title @ http://www.mactouch.com/ @ http://www.mactouch.com/ @ http://www.versiontracker.com/ @ Microsoft Web Sites	
<div> <div> <input type="checkbox"/> <b>Google</b> </div> <div> <input type="checkbox"/> <b>More Google: Success Stories</b> </div> </div>	
<a href="#">Home</a> <a href="#">All About Google</a>	<a href="#">Success Stories</a> <b>How has Google contributed to your success?</b>
Find on this site: <input type="text"/> <input type="button" value="SEARCH"/>	
We're looking for companies and individuals with a Google success story to tell.	
How can we contact you?	
LITTLE RED FIRST NAME <input type="text"/>	RIDING HOOD LAST NAME <input type="text"/>
TITLE <input type="text"/>	WWW.GRANDMASHOUSE.COM COMPANY <input type="text"/>
trh@grandmashouse.com EMAIL ADDRESS <input type="text"/>	www.grandmashouse.com WEB ADDRESS <input type="text"/>
1-212-123-1234 PHONE NUMBER <input type="text"/>	FAX <input type="text"/>
123 HIGH ST. STREET ADDRESS (200 CHARS MAX) <input type="text"/>	VA STATE/PROVINCE <input type="text"/>
OLD TOWN CITY <input type="text"/>	USA COUNTRY <input type="text"/>
22222 ZIP <input type="text"/>	382 <input type="button" value="NOW TELL US YOUR STORY"/>
Favorites History Search Scrapbook Page Holder	

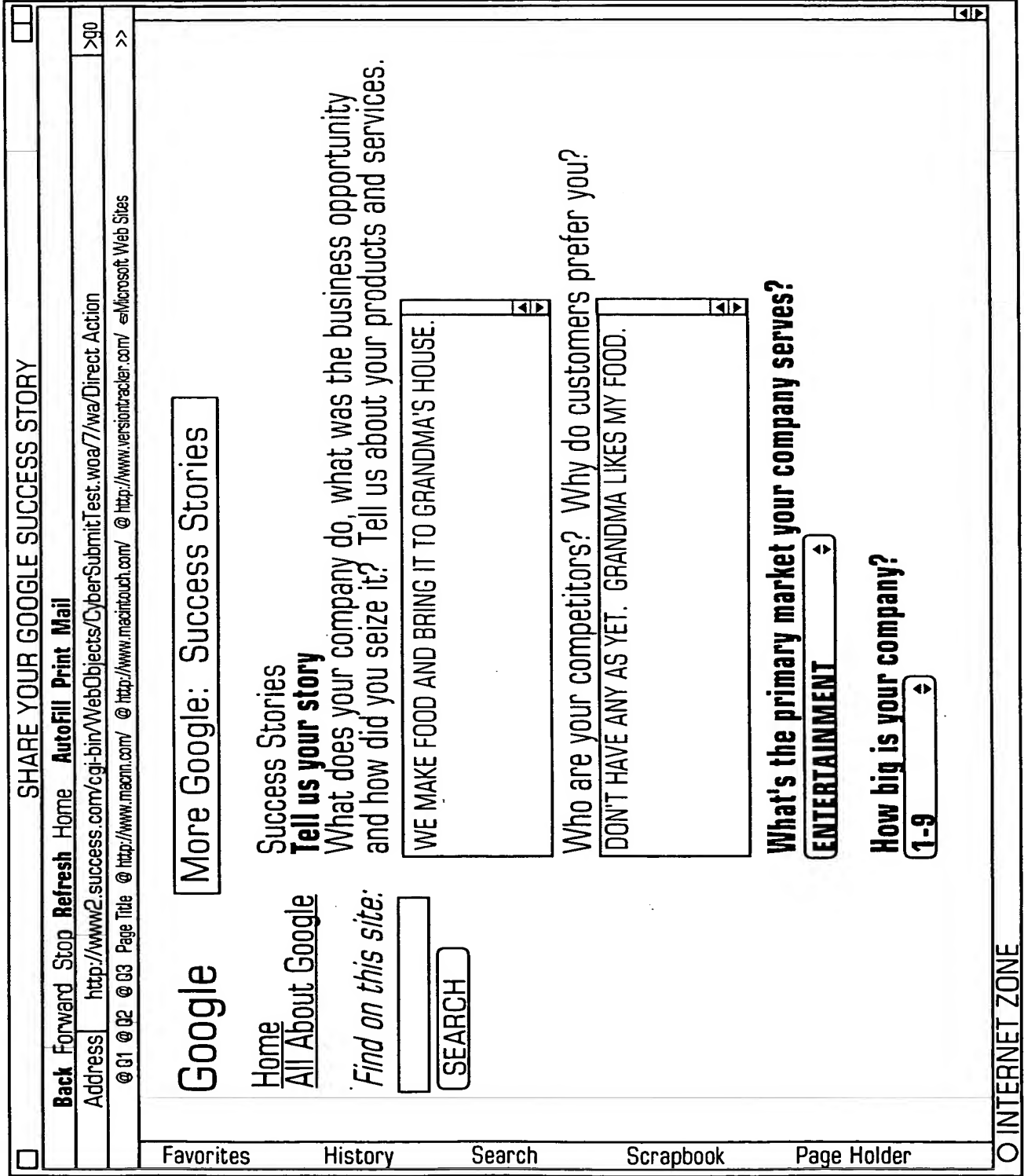
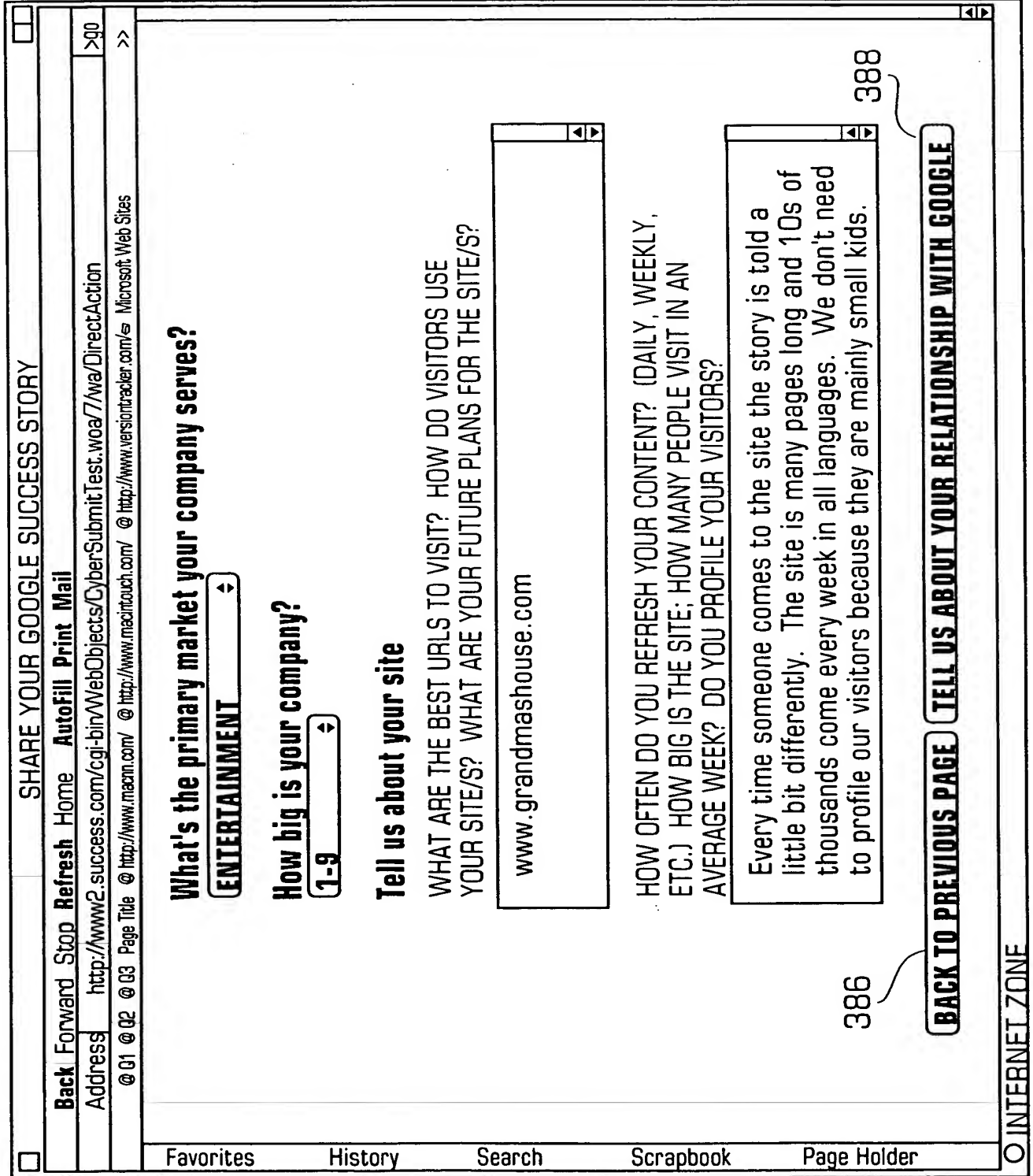


FIG. 21B



# INTERNET ZONE

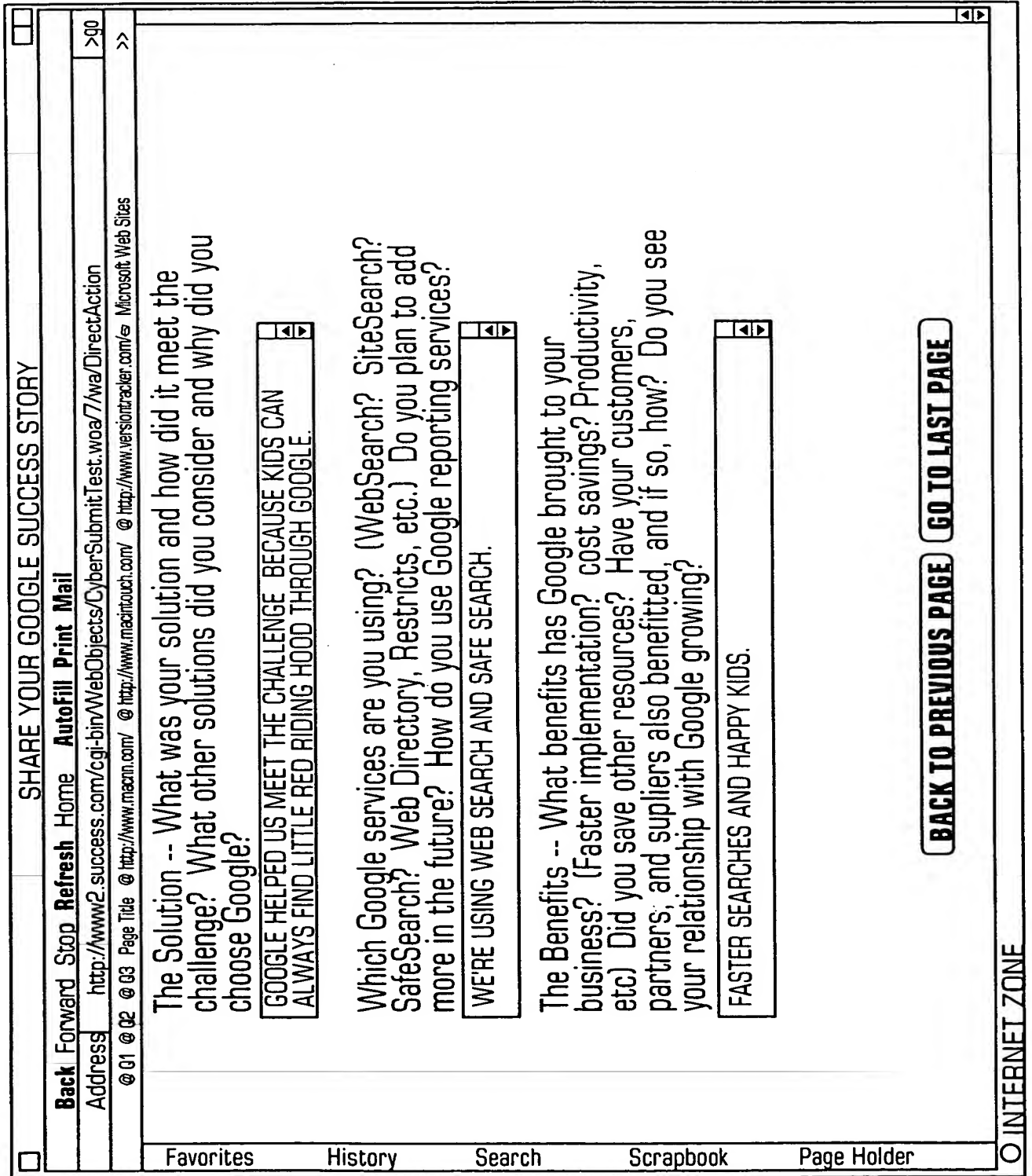


FIG. 21E

<input type="checkbox"/>	SHARE YOUR GOOGLE SUCCESS STORY		
<div style="display: flex; justify-content: space-between; padding: 5px;"> <span>Back Forward Stop Refresh Home Autofill Print Mail</span> </div>			
Address <a href="http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction">http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction</a>			
@ 01 @ 02 @ 03 Page Title @ <a href="http://www.mactouch.com/">http://www.mactouch.com/</a> @ <a href="http://www.versiontracker.com/">http://www.versiontracker.com/</a> @ <a href="http://www.microsoft.com/">http://www.microsoft.com/</a>			

# Google

Home

All About Google

Find on this site:

SEARCH

More Google: Success Stories

Success Stories

**Is there anybody else we should contact for more information?**

Please include name, email and phone if possible.

**In what media would you like to see this story appear?**

Please include names and contact information if possible.

**Can we write a capsule summary based on the information you've provided?**

We plan to feature capsule success stories of under 100 words on our website -- to be immediately considered as a capsule story candidate, we need your permission to write a capsule based on your responses to this interview and post it when ready. Please mark the appropriate box.

Favorites

History

Search

Scrapbook

Page Holder

INTERNET ZONE

OLINK: MAILTO:GOOGLESUCCESSTEAM@SUCCESSSES.COM

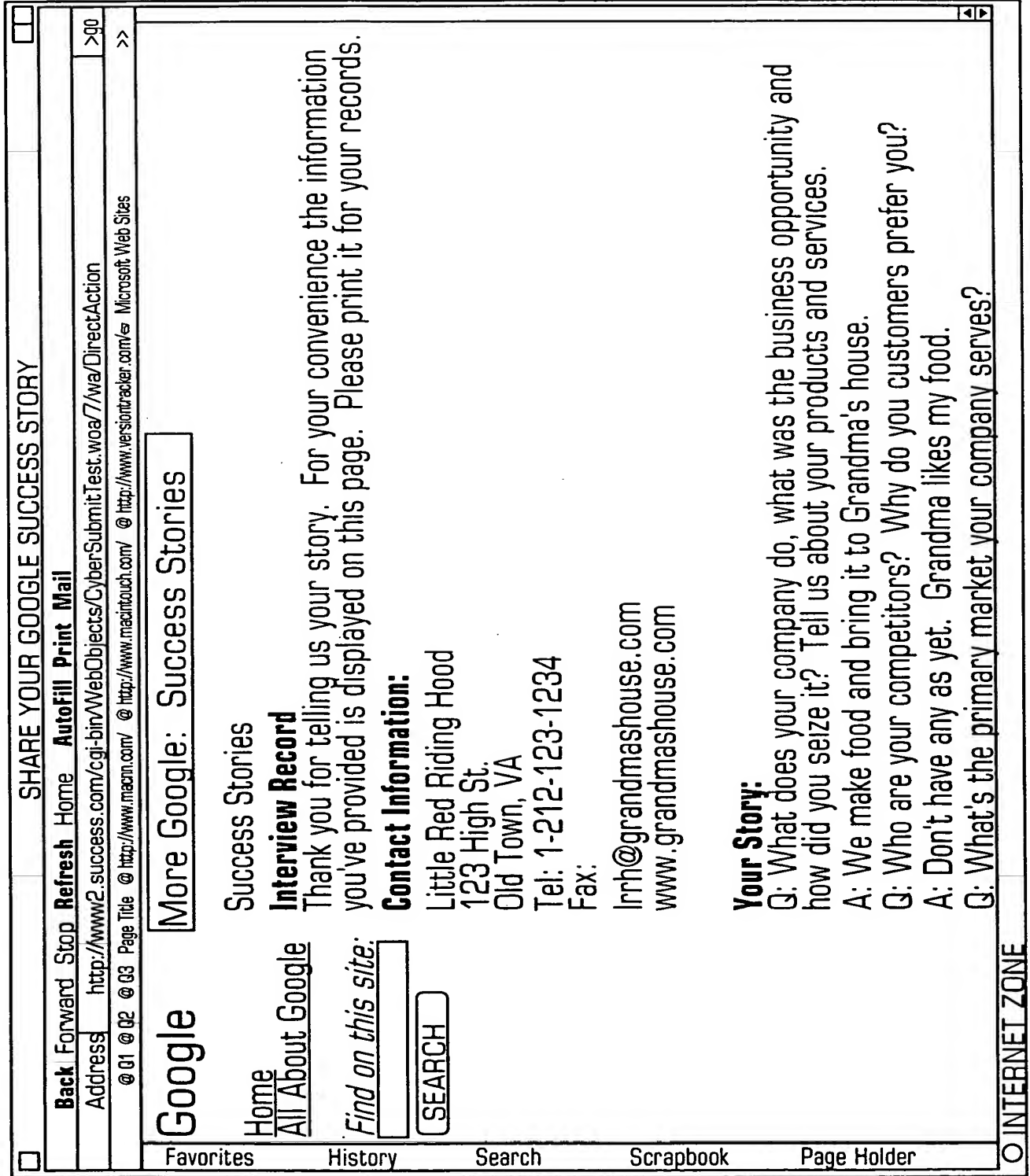




FIG. 22B

SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home Autofill Print Mail

Address <http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction>

@ 01 @ 02 @ 03 Page Title @ <http://www.mactouch.com/> @ <http://www.versiontracker.com/> @ <http://www.microsoft.com/> Microsoft Web Sites

Q: Which Google services are you using? (WebSearch? SiteSearch? SafeSearch? Web Directory, Restricts, etc.) Do you plan to add more in the future? How do you use Google reporting services?

A: We're using Web Search and Safe Search.

Q: The Benefits -- what benefits has Google brought to your business? (Faster implementation? cost savings? Productivity, etc.) Did you save other resources? Have your customers, partners, and suppliers also benefitted, and if so, how? Do you see your relationship with Google growing?

A: Faster searches and happy kids.

**Other Contact Information:**  
Big Bad Wolf

**Additional information:**  
Q: In what media would you like to see this story appear? Please include names and contact information if possible.  
A: Family PC  
Q: Can we write a capsule summary based on the information you've provided?  
A: Yes

Thank you for telling us your story. If there is anything you would like to add or change, please email us at [googlesuccessteam@successes.com](mailto:googlesuccessteam@successes.com)

Favorites History Search Scrapbook Page Holder

INTERNET ZONE



410

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FIG. 23B

Successes.com - Work Area

THE CHALLENGE  
TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES.

THE SOLUTION  
GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS  
CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH  
GOOGLE.

WHAT ARE THE BEST URLS TO VISIT  
WWW.GRANDMASHOUSE.COM

WHAT DOES YOUR COMPANY DO  
WE MAKE FOOD AND BRING IT TO GRANDMA'S HOUSE.

WHICH GOOGLE SERVICES ARE YOU USING  
WE'RE USING WEB SEARCH AND SAFE SEARCH.

WHO ARE OUR COMPETITORS  
DON'T HAVE ANY AS YET. GRANDMA LIKES MY FOOD.

NO CLIENT COMMENTS

STORY NAME  
WWW.GRANDMASHOUSE.COM

ASSIGN STORY:  
CAPSULE  
CAPSULE-QUOTE  
MEDIUM STORY  
STORY 400  
STORY 800

ASSIGN STORY TO  
ASSIGN STORY TO  
ASSIGN STORY TO  
ASSIGN STORY TO  
ASSIGN STORY TO

CREATE TASKS:  
VERIFY PUB. CONTACT  
CLASSIFY  
PUBLISH

ASSIGN TO  
ASSIGN TO  
ASSIGN TO

EDITOR COMMENTS:  
THIS IS A GREAT STORY AND WE SHOULD PURSUE IT.

> SAVE

Favorites

History

Search

Scrapbook

Page Holder

414

Successes.com - Work Area

Successes.com

ADMIN • GO

STORY 400  
STORY

WAIT  
10 MAR 01

ACTION  
CENTER

RESOURCES | BUG REPORT

INTERVIEW REVIEW

www.grandmashouse.com

REFRESH

UNLOCKED684

> DELETE

> GRAVEYARD

GOOGLE CORPORATE

20693

VIEW NOTES

ADD NOTE

FILTER BY: (NO FILTER)

FEATURED CLIENT CONTACT DATA

LITTLE RED  
FIRST NAME  
WWW.GRANDMASHOUSE.COM  
COMPANY  
OLD TOWN  
CITY  
USA  
COUNTRY  
irr@grandmashouse.com  
EMAIL ADDRESS  
1-212-123-1234  
WORK PHONE

RIDING HOOD  
LAST NAME  
NO DATA  
TITLE  
VA  
STATE/PROVINCE  
22222  
DEPARTMENT  
ZIP

www.grandmashouse.com  
URL  
NO DATA  
FAX

RATING

☐ EXCELLENT

☐ FAIR

☒ GOOD

☐ NO USE

☐ POOR

> SUBMIT

QUESTIONS

ADDITIONAL CONTACT INFORMATION

BIG BAD WOLF

CAN WRITE CAPSULE

YES

HOW LONG HAVE YOU BEEN USING GOOGLE

3 YEARS

HOW OFTEN DO YOU REFRESH YOUR CONTENT

EVERY TIME SOMEONE COMES TO THE SITE

DIFFERENTLY, THE SITE IS MANY PAGES LONG AND 10S OF THOUSANDS COME EVERY WEEK IN ALL LANGUAGES. WE DON'T NEED TO PROFILE OUR VISITORS BECAUSE THEY ARE MAINLY SMALL KIDS.

MEDIA FOR STORY TO APPEAR IN

FAMILY PC

NUMBER OF EMPLOYEES

1-9

PRIMARY MARKET SERVED

ENTERTAINMENT

THE BENEFITS

FASTER SEARCHES AND HAPPY KIDS.

THE CHALLENGE

TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES.

THE SOLUTION

GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH GOOGLE.

WHAT ARE THE BEST URLS TO VISIT

WWW.GRANDMASHOUSE.COM

Successes.com - Work Area

FASTER SEARCHES AND HAPPY KIDS.  
**THE CHALLENGE**  
TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES.  
**THE SOLUTION**  
GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS  
CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH  
GOOGLE.  
**WHAT ARE THE BEST URLS TO VISIT**  
WWW.GRANDMASHOUSE.COM  
**WHAT DOES YOUR COMPANY DO**  
WE MAKE FOOD AND BRING IT TO GRANDMA'S HOUSE.  
**WHICH GOOGLE SERVICES ARE YOU USING**  
WE'RE USING WEB SEARCH AND SAFE SEARCH.  
**WHO ARE YOUR COMPETITORS**  
DON'T HAVE ANY AS YET. GRANDMA LIKES MY FOOD.

NO CLIENT COMMENTS

STORY NAME:  
WWW.GRANDMASHOUSE.COM

ASSIGN STORY:  
CAPSULE  
CAPSULE-QUOTE  
MEDIUM STORY  
STORY 400  
STORY 800

ASSIGN STORY TO  
ASSIGN STORY TO  
ASSIGN STORY TO  
JAN ZIFF  
ASSIGN STORY TO

CREATE TASKS:  
VERIFY PUB. CONTACT  
CLASSIFY  
PUBLISH

JAN ZIFF  
JAN ZIFF  
JAN ZIFF

EDITOR COMMENTS:  
THIS IS A GREAT STORY AND WE SHOULD PURSUE IT.

> SAVE

Favorites

History

Search

Scrapbook

Page Holder

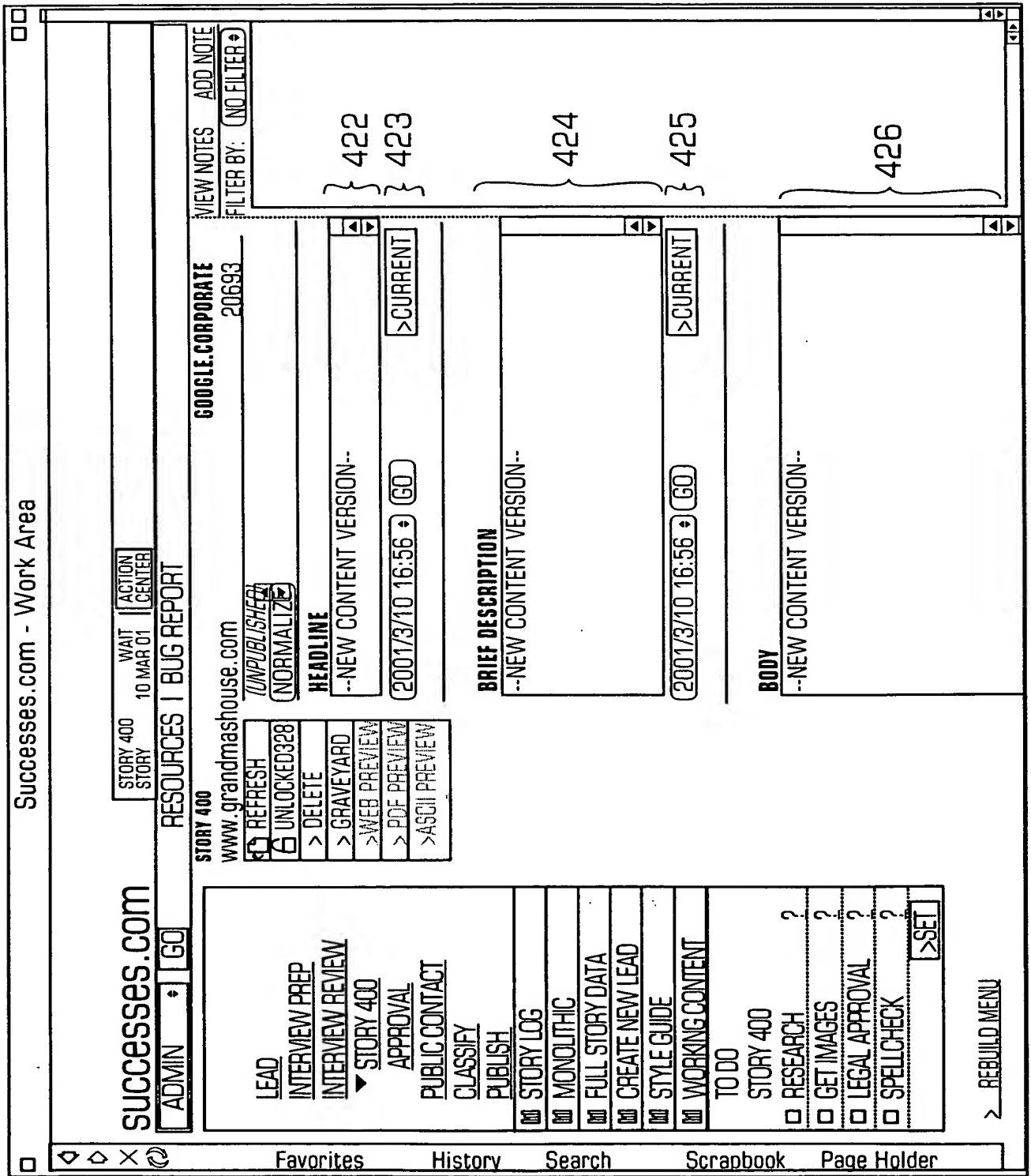
54/72

FIG. 23D

420

55/72

FIG. 24A



410

56/72

FIG. 24B

Successes.com - Work Area

STYLE GUIDE

WORKING CONTENT

TO DO

STORY 400

RESEARCH ?

GET IMAGES ?

LEGAL APPROVAL ?

SPELLCHECK ?

>SET

BRIEF DESCRIPTION

--NEW CONTENT VERSION--

2001/3/10 16:56 GO

>CURRENT

BODY

--NEW CONTENT VERSION--

2001/3/10 16:56 GO

>CURRENT

QUOTE

--NEW CONTENT VERSION--

2001/3/10 16:56 GO

>CURRENT

>SAVE

426

427



Successes.com - Work Area

STORY 400  
STORY

WAIT  
10 MAR 01

ACTION  
CENTER

RESOURCES | BUG REPORT

GO

ADMIN

successes.com

STORY 400

www.grandmashouse.com

GOOGLE CORPORATE

20693

VIEW NOTES

ADD NOTE

FILTER BY: (NO FILTER)

REFRESH

UNLOCKED328

> DELETE

> GRAVEYARD

HEADLINE

RED RIDING HOOD FOUND BY GOOGLE

COMPARE (2001/3/10 17:4)

> CURRENT

BRIEF DESCRIPTION

KIDS WORLD OVER CAN FIND LITTLE RED RIDING HOOD BY SEARCHING WITH GOOGLE.

COMPARE (2001/3/10 16:56)

> CURRENT

BODY

ONCE UPON A TIME, IN A FAR OFF LAND, THERE LIVED A LITTLE GIRL WHO ALWAYS WORE A RED CAPE. AND SHE WAS KNOWN FAR AND WIDE AS LITTLE RED RIDING HOOD. OR LITTLE RED HOODING RIDE BY THOSE WHO ARE DYSLIXIC.

ETCTETCTETCT

LEAD

INTERVIEW PREP

INTERVIEW REVIEW

STORY 400

APPROVAL

PUBLIC CONTACT

CLASSIFY

PUBLISH

STORY LOG

MONOLITHIC

FULL STORY DATA

CREATE NEW LEAD

STYLE GUIDE

WORKING CONTENT

TO DO

STORY 400

RESEARCH ?

GET IMAGES ?

LEGAL APPROVAL ?

SPELLCHECK ?

>SET

> REBUILD MENU

Successes.com - Work Area

Successes.com

ADMIN

GO

STORY 400

ON GO

ACTION CENTER

10 MAR 01

RESOURCES | BUG REPORT

LEAD

INTERVIEW PREP

INTERVIEW REVIEW

STORY 400

APPROVAL

PUBLIC CONTACT

CLASSIFY

PUBLISH

STORY LOG

MONOLITHIC

FULL STORY DATA

CREATE NEW LEAD

STYLE GUIDE

WORKING CONTENT

TO DO

STORY 400

RESEARCH

GET IMAGES

LEGAL APPROVAL

SPELLOCHECK

SET

STORY 400

www.grandmashouse.com

REFRESH

UNLOCKED328

DELETE

GRAVEYARD

GOOGLE.CORPORATE

20693

UNPUBLISHED

NORMALIZE

HEADLINE

RED RIDING HOOD FOUND BY GOOGLE

COMPARE

2001/3/10 17:4

GO

CURRENT

BRIEF DESCRIPTION

KIDS WORLD OVER CAN FIND LITTLE RED RIDING HOOD BY SEARCHING WITH GOOGLE.

COMPARE

2001/3/10 17:4

GO

CURRENT

BODY

ONCE UPON A TIME, IN A FAR OFF LAND, THERE LIVED A LITTLE GIRL WHO ALWAYS WORE A RED CAPE. AND SHE WAS KNOWN FAR AND WIDE AS LITTLE RED RIDING HOOD. OR LITTLE RED HOODING RIDE BY THOSE WHO ARE DYSLEXIC.

ETCTETCTETCTCT

VIEW NOTES

ADD NOTE

FILTER BY:

NO FILTER

Successes.com

ADMIN

GO

STORY 400

ON GO

ACTION CENTER

10 MAR 01

RESOURCES | BUG REPORT

STORY 400

www.grandmashouse.com

REFRESH

UNLOCKED328

DELETE

GRAVEYARD

GOOGLE.CORPORATE

20693

UNPUBLISHED

NORMALIZE

HEADLINE

RED RIDING HOOD FOUND BY GOOGLE

COMPARE

2001/3/10 17:4

GO

CURRENT

BRIEF DESCRIPTION

KIDS WORLD OVER CAN FIND LITTLE RED RIDING HOOD BY SEARCHING WITH GOOGLE.

COMPARE

2001/3/10 17:4

GO

CURRENT

BODY

ONCE UPON A TIME, IN A FAR OFF LAND, THERE LIVED A LITTLE GIRL WHO ALWAYS WORE A RED CAPE. AND SHE WAS KNOWN FAR AND WIDE AS LITTLE RED RIDING HOOD. OR LITTLE RED HOODING RIDE BY THOSE WHO ARE DYSLEXIC.

ETCTETCTETCTCT

REBUILD MENU

Successes.com

ADMIN

GO

STORY 400

ON GO

ACTION CENTER

10 MAR 01

RESOURCES | BUG REPORT

STORY 400

www.grandmashouse.com

REFRESH

UNLOCKED328

DELETE

GRAVEYARD

GOOGLE.CORPORATE

20693

UNPUBLISHED

NORMALIZE

HEADLINE

RED RIDING HOOD FOUND BY GOOGLE

COMPARE

2001/3/10 17:4

GO

CURRENT

BRIEF DESCRIPTION

KIDS WORLD OVER CAN FIND LITTLE RED RIDING HOOD BY SEARCHING WITH GOOGLE.

COMPARE

2001/3/10 17:4

GO

CURRENT

BODY

ONCE UPON A TIME, IN A FAR OFF LAND, THERE LIVED A LITTLE GIRL WHO ALWAYS WORE A RED CAPE. AND SHE WAS KNOWN FAR AND WIDE AS LITTLE RED RIDING HOOD. OR LITTLE RED HOODING RIDE BY THOSE WHO ARE DYSLEXIC.

ETCTETCTETCTCT

REBUILD MENU

Successes.com - Work Area

successes.com

ADMIN • GO

STORY 400  
STORY

ON GO  
10 MAR 01  
ACTION  
CENTER

RESOURCES | BUG REPORT

STORY 400  
www.grandmashouse.com

GOOGLE CORPORATE  
20693

VIEW NOTES  
ADD NOTE

FILTER BY: (NO FILTER)

REFRESH  
UNLOCKED328  
> DELETE  
> GRAVEYARD

HEADLINE  
GOOGLE FIND 2001/3/10 16:56  
2001/3/10 16:56  
COMPARE 2001/3/10 17:4  
2001/3/10 17:5  
> CURRENT

BRIEF DESCRIPTION  
KIDS WORLD OVER CAN FIND LITTLE RED RIDING  
HOOD BY SEARCHING WITH GOOGLE.

COMPARE 2001/3/10 17:4  
GO  
> CURRENT

BODY  
ONCE UPON A TIME, IN A FAR OFF LAND, THERE  
LIVED A LITTLE GIRL WHO ALWAYS WORE A RED  
CAPE. AND SHE WAS KNOWN FAR AND WIDE AS  
LITTLE RED RIDING HOOD. OR LITTLE RED HOODING  
RIDE BY THOSE WHO ARE DYSLEXIC.  
ETCTETCTETCT

LEAD  
INTERVIEW PREP  
INTERVIEW REVIEW  
STORY 400  
APPROVAL  
PUBLIC CONTACT  
CLASSIFY  
PUBLISH

STORY LOG  
MONOLITHIC  
FULL STORY DATA  
CREATE NEW LEAD  
STYLE GUIDE  
WORKING CONTENT  
TO DO  
STORY 400  
RESEARCH ?  
GET IMAGES ?  
LEGAL APPROVAL ?  
SPELLCHECK ?  
> SET

> REBUILD MENU

423

## > REBUILD MENU

**successes.com**

WORKTHREAD EVENT VIEWER			
<a href="#">Back</a> <a href="#">Forward</a> <a href="#">Stop</a> <a href="#">Refresh</a> <a href="#">Home</a> <a href="#">Autofill</a> <a href="#">Print</a> <a href="#">Mail</a>			
Address: <a href="http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/wo/Rj2NfmJeALHH3VBYRINM8F5p37A/26.4.24.1.2.0">http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/wo/Rj2NfmJeALHH3VBYRINM8F5p37A/26.4.24.1.2.0</a>			
EVENTS			20693
USER	DATE	CONTENT	TYPE
	MAR 10, 2001 17:05	UPDATED CURSOR NAME: STORY STATE: PROGRESS ASSOCIATED TYPE: STORY 400 USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 17:04	UPDATED CURSOR NAME: STORY STATE: PROGRESS ASSOCIATED TYPE: STORY 400 USER: JAN ZIFF	SYSTEM
ALLAND	MAR 10, 2001 16:56	CREATED WORKFLOW FOR THE FOLLOWING TASKS: VERIFY PUBL. CONTACT CLASSIFY PUBLISH	INTERNAL USER
ALLAND	MAR 10, 2001 16:56	ASSIGNED TASK: PUBLISH TO JAN ZIFF	INTERNAL USER
ALLAN D	MAR 10, 2001 16:56	ASSIGNED TASK: CLASSIFY TO JAN ZIFF	INTERNAL USER
ALLAND	MAR 10, 2001 16:56	ASSIGNED TASK: PUBLIC CONTACT TO JAN ZIFF	INTERNAL USER
ALLAND	MAR 10, 2001 16:56	CREATED STORY OBJECT AND WORKFLOW FOR THE FOLLOWING STORY TYPES: STORY 400	INTERNAL USER
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: RATED LEAD STATE: PROGRESS ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: INTERVIEW STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	ADDED CURSOR NAME: STORY STATE: WAITING ASSOCIATED TYPE: STORY 400 USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: RATED LEAD STATE: PROGRESS ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: INTERVIEW STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
ALLAND	MAR 10, 2001 16:20	CREATED WORKFLOW FOR THE FOLLOWING TASKS: INTERVIEW PREP INTERVIEW REVIEW	INTERNAL USER
ALLAND	MAR 10, 2001 16:20	ASSIGNED TASK: INTERVIEW REVIEW TO JAN ZIFF	INTERNAL USER
ALLAND	MAR 10, 2001 16:20	ASSIGNED TASK: INTERVIEW PREP TO JAN ZIFF	INTERNAL USER
	MAR 10, 2001 16:20	ADDED CURSOR NAME: INTERVIEW STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:17	REMOVED CURSOR NAME: LEAD STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:17	ADD CURSOR NAME: RATED LEAD STATE: PROGRESS ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM

FIG. 27A

Back Forward Stop Refresh Home AutoFill Print Mail Larger Smaller Source

Address: http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriter.woa/6/wo/LZ5kMwW9mhYK2mGJ7Ww1anFFxG/5.4 >go

Action Center

PERSON: IANF

DATE: FIXED TIMES  
MAR 23  
2001

NOTE TO APPEAR WITH:

> CANCEL > SAVE

STAGES

DELETED

PROGRESS

08 FEB 2001

LEAD

PROGRESS

COMMENT

442

444

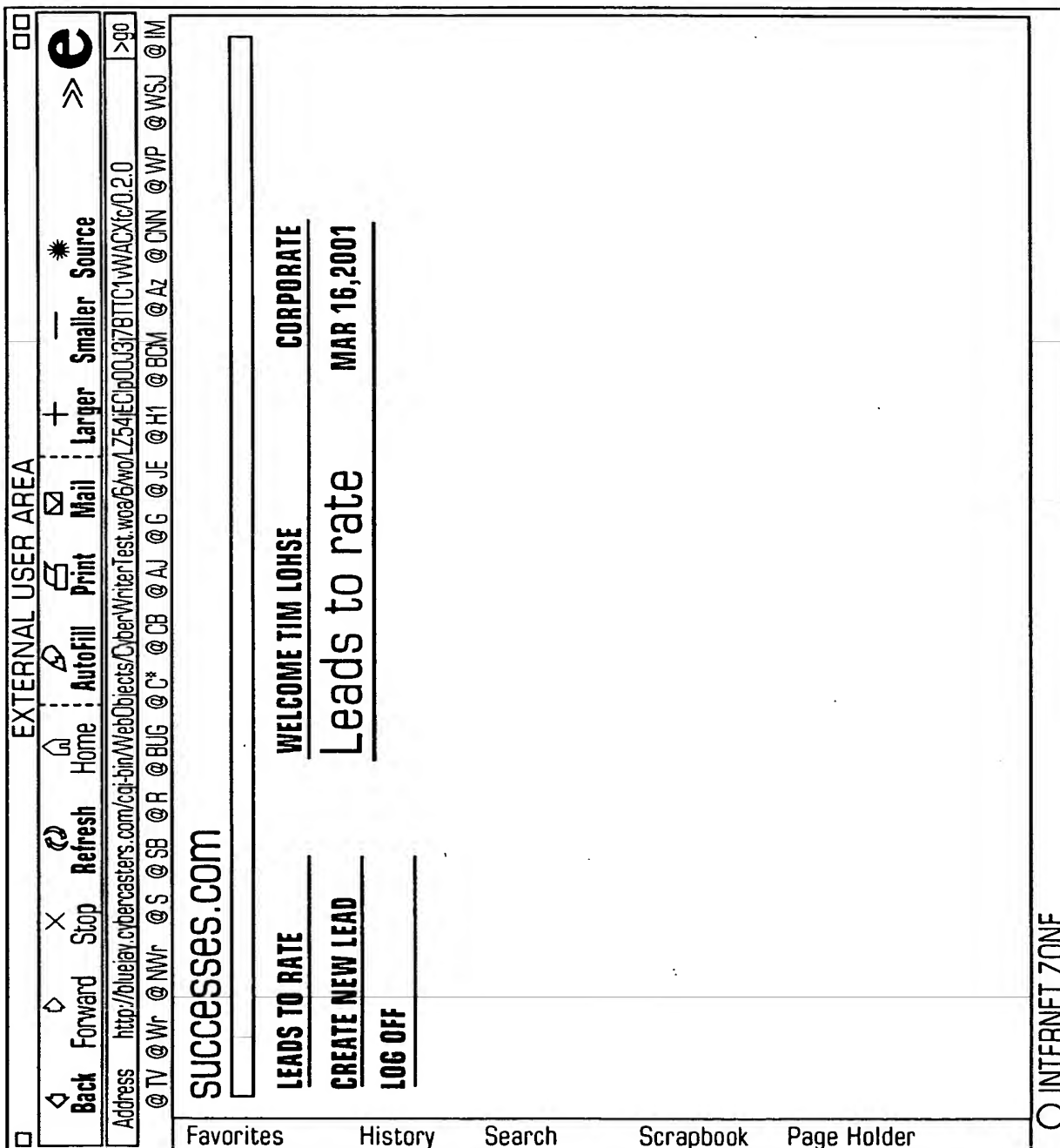
446

> SET

Internet Zone

FIG. 27B





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FIG. 28A

EXTERNAL USER AREA

successes.com

LEADS TO RATE

CREATE NEW LEAD

LOG OFF

CORPORATE

Create a Lead

Mar 16, 2001

FIRST NAME

LAST NAME

COMPANY NAME

URL

TELEPHONE

EMAIL ADDRESS

WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY?

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

> SUBMIT

INTERNET ZONE

Favorites History Search Scrapbook Page Holder

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FIG. 28B

<b>EXTERNAL USER AREA</b>									
<b>Back</b>	<b>Forward</b>	<b>Stop</b>	<b>Refresh</b>	<b>Home</b>	<b>Autofill</b>	<b>Print</b>	<b>Mail</b>	<b>Larger</b>	<b>Smaller Source</b>
Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woc/Gw/LZ5YzJhNwwdP2HidvQa2XoS1FRK/1.0.4.0.0.4 >go									
@TV @Wr	@S @SB	@R @BUG	@C* @CB	@AJ @G @JE	@H1 @BCM	@AZ @CNN	@WP @WSJ	@IM	

# successes.com

---

**LEADS TO RATE**

**CREATE NEW LEAD**

**LOG OFF**

**CORPORATE**

**Create a Lead** Mar 23, 2001

FIRST NAME	LAST NAME
FED	FLINTSTONE
COMPANY NAME	URL
BEDROCK PLC	WWW.BEDROCKPL
TELEPHONE	EMAIL ADDRESS
800-BEDROCK	DROCKPLC.COM

WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY? GREAT STORY -- LOTS OF ACTION.

<b>EXTERNAL USER AREA</b>									
<b>Back</b>	<b>Forward</b>	<b>Stop</b>	<b>Refresh</b>	<b>Home</b>	<b>AutoFill</b>	<b>Print</b>	<b>Mail</b>	<b>Larger</b>	<b>Smaller</b>
Address <a href="http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.wca/G/wol/Z5vZUhnNwydP2HjvQJ42XoS1fRK/2.0.7.0">http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.wca/G/wol/Z5vZUhnNwydP2HjvQJ42XoS1fRK/2.0.7.0</a>									
@TV @Vlr	@NWlr	@S	@SB	@R	@BUG	@C*	@CB	@AJ	@G
@H1	@JE	@H1	@BCM	@Az	@CNN	@WP	@WSJ	@NZ	@IM
>go @LD >									

**SUCCESSSES.COM**

---

<b>LEADS TO RATE</b>	<b>WELCOME TIM LOHSE</b>	<b>CORPORATE</b>
<b>CREATE NEW LEAD</b>	<b>Leads to rate</b>	<b>Mar 23, 2001</b>
<b>LOG OFF</b>	<b>CORPORATE CLIENT</b>	<b>BEDROCK PLC</b>
		<b>FED FLINTSTONE</b>

---

EXTERNAL USER AREA

successes.com

LEADS TO RATE

CREATE NEW LEAD

LOG OFF

Rate lead

CORPORATE

Mar 23, 2001

TIM

CORPORATE

BEDROCK PLC

FED FLINTSTONE

TEL: 800-BEDROCK

EMAIL: FRED@BEDROCKPLC.COM

WEB: WWW.BEDROCKPLC.COM

Q

WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY?

A

GREAT STORY -- LOTS OF ACTION.

Q

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

A

TALK TO BARNEY AND WILMA. THEY'LL HAVE LOTS TO ADD.

PROCEED

COMMENTS OR ADDITIONAL POINTS TO RAISE

KILL

INTERNET ZONE

Favorites

History

Search

Scrapbook

Page Holder

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FIG. 28E

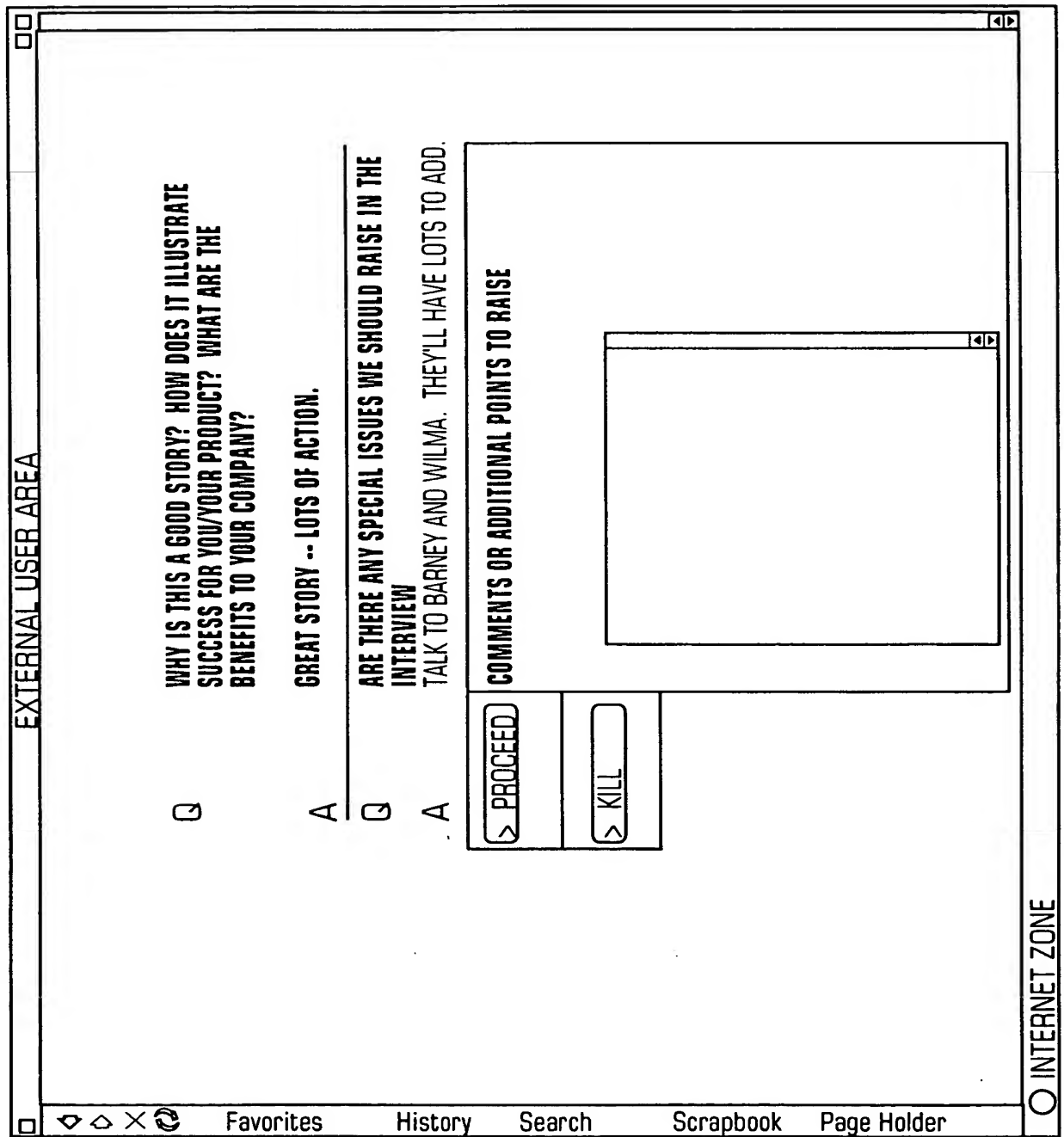


FIG. 28F

EXTERNAL USER AREA

successes.com

LEADS TO RATE

CREATE NEW LEAD

LOG OFF

CREATE a Lead

CORPORATE

Mar 23, 2001

FIRST NAME

MIKE

LAST NAME

SMITH

COMPANY NAME

SMITH CO

URL

WWW.SMITHCO

TELEPHONE

800-555-1212

EMAIL ADDRESS

SMITHCO.COM

WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY?

GOOD STORY

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

EVEN BETTER STORY

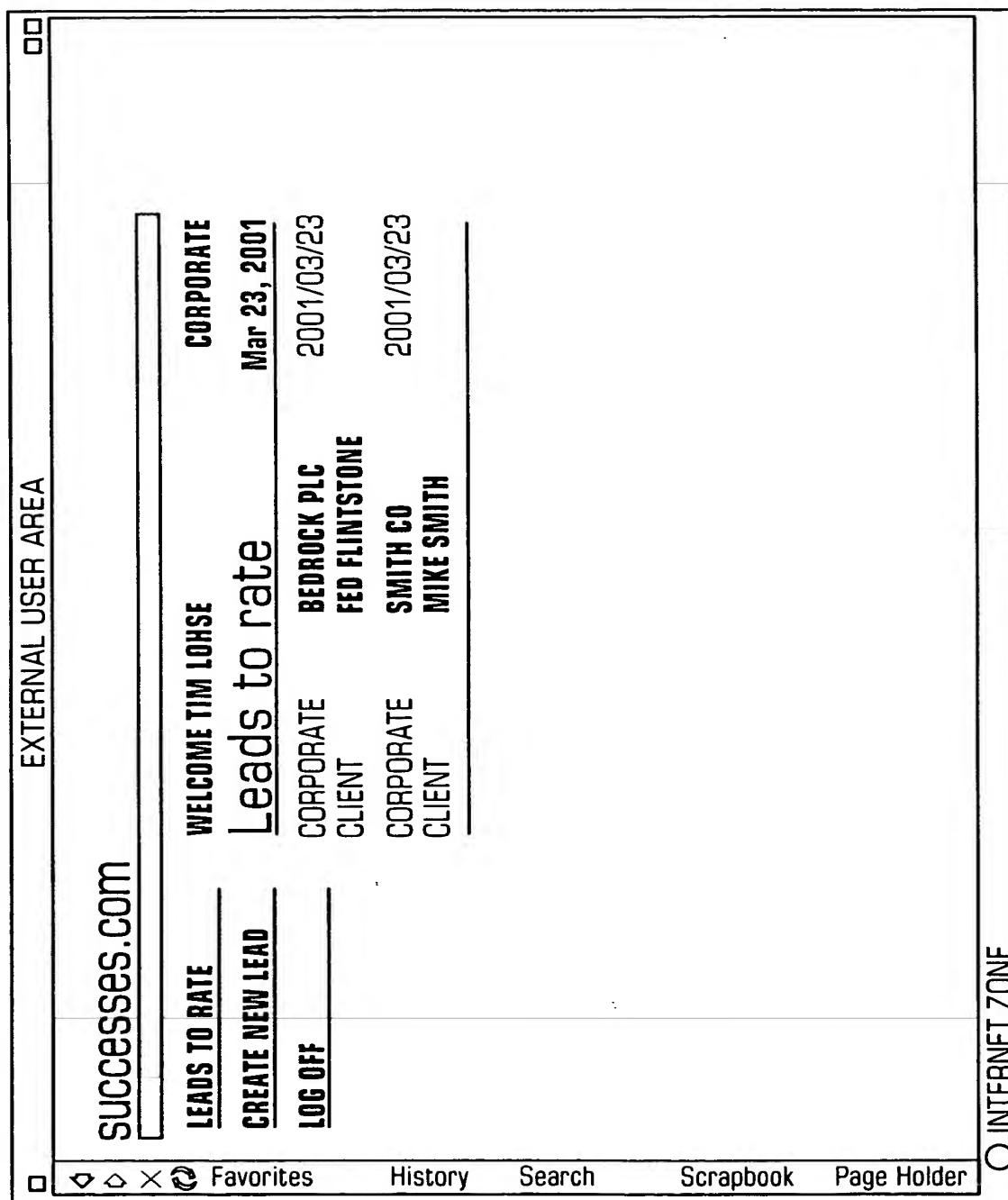
> SUBMIT

INTERNET ZONE

Favorites History Search Scrapbook Page Holder

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FIG. 28G



72/72

FIG. 28H